

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Blue Ridge Arts Center - BRAC  
B. Address 111 E. South 2nd Street  
Seneca, SC 29678

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 3,500  
B. How will ATAX Funds be used? To purchase 3 months of Digital Advertising through Spectrum to advertise 2 gallery shows.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_ shows.  
D. Funds furnished by your organization  
Matching Grant \$1200 Source Seneca HAT Funds  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Outreach for the Arts.  
B. Description of project Funds will be used to promote 2 art shows at BRAC to a wider audience to increase attendance  
C. Who will benefit from this project? Visitors from outside + tourism. Oconee County will come to see BRAC events and then stay to enjoy all that we have to offer here

**IV. DATES OF PROJECT**

Beginning Oct. 19, 2017 Ending Jan. 19, 2018 in Oconee County.

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_

Non-profit Organization: Incorporation date \_\_\_\_\_  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # 23-7360169  
\_\_\_\_\_ Date of Determination Letter: \_\_\_\_\_

**RECEIVED**  
8-15-17

THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
5800 S. UNIVERSITY AVENUE, CHICAGO, ILL. 60637

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

SUBJECT: \_\_\_\_\_

DATE: \_\_\_\_\_

RE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Our new digital advertising campaign will bring people into Oconee County to enter art walk. In our shows and encourage family and friends to visit our area and to appreciate the arts provided at BRAC, and the surrounding businesses

A. How many visitors/participants attended the event last year and are anticipated this year?  
150 per show.

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year 20 per show  
This Year 50 per show

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: This was not being tracked.  
This Year: Difficult to access.

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
We are purchasing 3 months of Digital Advertising through Spectrum to widen our visibility and outreach.

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

Articles in the Journal newspaper.

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Guest logs, website hits and advertising demographics.

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? NO

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Suzette Cross Title Pres. of Board of Directors  
Signature Suzette Cross Date 8-14-17  
Address 8 Dingley Ct. Salem, SC 29676  
Email CrossSuzette@yahoo.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-219-0059

B. Alternate Contact Name: Martha Driscoll Title Board of Directors - Fundraising Chairperson  
Signature Martha Driscoll Date 8-14-17  
Address 14 Dingley Ct. Salem, SC 29676  
Email marthadriscoll@yahoo.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-219-0445

Handwritten notes at the top of the page, including the date "10/10/19" and various illegible scribbles.

Section of handwritten text, possibly a list or notes, with some underlined words.

Section of handwritten text, appearing to be a list of items or names.

Section of handwritten text, possibly a list of names or items, with some underlined.

Section of handwritten text, possibly a signature or name.

Section of handwritten text, possibly a signature or name.

Section of handwritten text, possibly a list of names or items.

Section of handwritten text, possibly a list of names or items, with some underlined.

Vertical handwritten text on the left margin, possibly a name or title.

**Oconee County ATAX Grant**  
**Request from the Blue Ridge Arts Center (BRAC)**

Funds for "Outreach for the Arts" will be used to promote 2 art shows at BRAC. One shows opens on Nov. 17<sup>th</sup>, 2017 entitled Celebrate, and our annual Juried Art Show which opens on January 19, 2018.

**ATAX funds will be used for the Digital Campaign through Spectrum- \$2,550**

**Budget for Celebrate Show:**

Advertising- \$200

Artist Awards- \$800

Supplies- \$100

**Total- \$1100**

**Budget for Juried Show:**

Advertising- \$200

Artist Awards- \$2000

Supplies- \$100

**Total- \$2300**

**Final Total for 2 shows- \$3400**

# Digital Overview

## Suggested Campaign



**Display**  
Multi Screen video  
advertising on all devices

**\$850/month**  
**85,000 impressions/month**

**\$2,550 total**  
**255,000 total impressions**

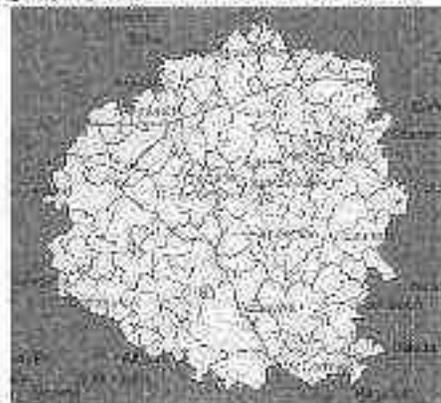
**Grand Total**

**\$850**  
per month

**\$2,550**  
for 3 months



**Geography (55 ml. radius around BR&C)**



**Demographics:**

- Young Artists
  - Age: 18-34
  - Income: \$0-\$100k
  - Education: Undergrad, Grad School
- Older Demo
  - Age: 45+
  - Income: \$100k+
  - Education: Undergrad, Grad School

Start Date: \_\_\_\_\_

Print Client/Agency Name: Blue Ridge Arts Center

End Date: \_\_\_\_\_

Client/Agency Signature: \_\_\_\_\_

Spectrum Reach Signature: \_\_\_\_\_

By signing, the Advertiser/Agency agrees to the Spectrum Reach Terms and Conditions set forth in the attachment. Offer and rates expire on: August 15, 2017. Target geography and target categories can be revised. Subtotals per month may increase due to market search demand.

**Spectrum**  
REACH

The Blue Ridge Arts Center (BRAC) is located in the historic district of Seneca, among the Blue Ridge Mountain foothills of upstate South Carolina. Its gallery is housed in the city's oldest church structure (1882), which is listed on the National Register of Historic Places.

We are maintained by the Blue Ridge Arts Council, an all-volunteer-based, 501C3 non-profit organization.

The original church sanctuary houses our permanent art collection as well as the Gallery. The Classroom Studios host art classes, demonstrations, work spaces for artist members, and meeting space. The Art Library provides art reference books, videos and instructional materials in various mediums. Art classes, workshops and presentations are an integral part of BRAC's purpose. BRAC has been sustained in the past by its generous members, donors, citizens and grants, and we are seeking new funding sources to sustain our future. It is our hope that people who are interested in keeping the arts alive in our community will come forward to offer their own special gifts to the organization. Our slogan is:

## ***“Bringing Art to the People and People to the Arts”***

Thanks to a grant to do Outdoor Art from Ten at the Top, out of Greenville, BRAC has seen a resurgence of activities and events since the fall of 2013. The grant was a collaboration between BRAC, the city of Seneca, and the local schools.

The Outdoor Art Project included 12 steel cats that were laser-cut by high school welding students at the Hamilton Career Center, and then painted by local artists (including high school students). They are “sCATtered” around the city for visitors to go on a ***sCATtenger Hunt*** to find them, as they are moved every few months.

Six beautiful wooden benches were made by the carpentry students at the Hamilton Career Center, then students at 10 of the schools in Oconee County painted “train themed” backs and fronts for the benches.

A set of three murals were designed and painted by several students at Seneca High School with the theme, ***“Planes, Trains and Automobiles – Past, Present and Future.”***

Another large mural, ***“Welcome to Seneca”*** was funded by the city and painted by local artist, Jim Juras. It has made the front cover of several local advertisements.

All of these murals are prominently displayed off Ram Cat Alley, a very popular spot for local community members since Jazz on the Alley is hosted there every Thursday night during the warmer months.

In the gallery, in the last 3 years, we have hosted our yearly Member Shows and Juried Art Shows, along with two quilt shows, and several other themed shows, such as Upcycling Art show and Chairs for Charity, a National Photography Show, and a show entitled Planes, Trains and Automobiles.

We also began a new series called ***Afternoon with an Artist***, where local artists demonstrate their techniques for creating their art. So far, we have had a wood turner, fabric artists, a watercolor artist, and a multi-media artist.

Two summers ago we began art classes with the clients at The Tribble Center, a local agency for mentally challenged adults. The classes were very successful, and a show displaying their art work was held in the gallery. The program was such a success that additional funding was received to continue the classes.

We have several of our artists giving classes and doing workshops in our classroom. With the help of our summer intern, we offered 4 weeks of Kids Kamp classes for local elementary students.

BRAC is the only art center in Oconee County. We provide a multitude of opportunities for artists to display their art, and for the community to view the creative talents of our local artists. And although an “almost defunct” art center has now regained its vitality, there is still much work to do, including badly needed renovations to our historic building.

# Blue Ridge Arts Council

## BALANCE SHEET

As of August 1, 2017

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Wachovia	0.00
Cat Books	2,605.00
Operating	9,421.25
<b>Total Wachovia</b>	<b>12,026.25</b>
<b>Total Bank Accounts</b>	<b>\$12,026.25</b>
Other Current Assets	
Cash on Hand	31.75
<b>Total Other Current Assets</b>	<b>\$31.75</b>
<b>Total Current Assets</b>	<b>\$12,058.00</b>
Fixed Assets	
Building and Land (cost)	101,167.00
Furniture and Equipment	4,800.25
<b>Total Fixed Assets</b>	<b>\$105,967.25</b>
<b>TOTAL ASSETS</b>	<b>\$118,025.25</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Unrestricted Net Assets	115,769.94
Net Income	2,255.31
<b>Total Equity</b>	<b>\$118,025.25</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$118,025.25</b>

# Blue Ridge Arts Council

## PROFIT AND LOSS

July 1 - August 1, 2017

	TOTAL
<b>INCOME</b>	
Artwork Sales	
Sales On Site	212.00
<b>Total Artwork Sales</b>	<b>212.00</b>
Direct Public Support	
Corporate Contributions	375.00
Individ, Business Contributions	115.00
<b>Total Direct Public Support</b>	<b>490.00</b>
Other Types of Income	
Insurance Payment (ROOF)	1,668.27
<b>Total Other Types of Income</b>	<b>1,668.27</b>
Program Income	
Kids Class	40.00
Membership Dues	260.00
Studio Classes	
Monday Painting Group	49.00
Painted Ladies	179.00
<b>Total Studio Classes</b>	<b>228.00</b>
<b>Total Program Income</b>	<b>528.00</b>
Sales	
Cat Book Sales	70.00
<b>Total Sales</b>	<b>70.00</b>
<b>Total Income</b>	<b>\$2,968.27</b>
<b>GROSS PROFIT</b>	<b>\$2,968.27</b>
<b>EXPENSES</b>	
Artist Payments	142.10
Facilities and Equipment	
Property Insurance	156.59
Rent, Parking, Utilities	364.27
Repairs & Maintenance	50.00
<b>Total Facilities and Equipment</b>	<b>570.86</b>
<b>Total Expenses</b>	<b>\$712.96</b>
<b>NET OPERATING INCOME</b>	<b>\$2,255.31</b>
<b>NET INCOME</b>	<b>\$2,255.31</b>

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

### I. APPLICANT

A. Name of Organization CITY of SAUCCA - LUNNEY HOUSE MUSEUM  
 B. Address PO BOX 103 STREET  
SAUCCA, NC 29478

### II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3000 ~ \$2000 PROJECT  
 B. How will ATAX Funds be used? TOURISM - ADVERTISING / PROMOTION  
(SEE ATTACHMENTS)  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
 D. Funds furnished by your organization: \$3000 MATCHING FUNDS  
 Matching Grant \_\_\_\_\_ Source: CITY of SAUCCA, NC ~ LUNNEY  
 Matching Grant \_\_\_\_\_ Source: \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source: \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source: \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED**, attach on a separate sheet

### III. NARRATIVE PROJECT DESCRIPTION

A. Project Title LUNNEY HOUSE MUSEUM ~ SPECTRUM PAPER  
 B. Description of project (SEE ATTACHED)  
 C. Who will benefit from this project? LUNNEY HOUSE MUSEUM ~  
GENETIC AWARDS & OF OCONEE COUNTY  
(SEE ATTACH)

### IV. DATES OF PROJECT

Beginning 10-1-2017 Ending LEADS TIME TAKEN

### V. APPLICANT CATEGORY

- Government Entity: \_\_\_\_\_
- Non-profit Organization: Incorporation date \_\_\_\_\_
- Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_
- Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

GENERATE REVENUE OF ALL THINGS THAT  
OCCUR IN COUNTY HAS TO OFFER TO THE  
TOURISM PUBLIC.

A. How many visitors/participants attended the event last year and are anticipated this year?  
N/A

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year N/A  
This Year \_\_\_\_\_

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: N/A  
This Year: N/A

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
\_\_\_\_\_

E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) \_\_\_\_\_

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) SEE ATTACHED FOR PROPOSED KENTON RECORDS.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No \_\_\_\_\_  
Name of the Auditor: Stancil Cooley Estep & Stamey LLP

VIII. Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Mr. Tom Mader Title: Director - Chief Curator  
Signature: \_\_\_\_\_ Date: 8-11-2017  
Address: 1111 S. ...  
Email: mader.tom@occc.com Fax No.: \_\_\_\_\_  
Phone Number (s): (561) 910-1194

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Phone Number (s) \_\_\_\_\_

# Digital Overview

## Suggested Campaign

THE LUNNEY HOUSE MUSEUM

**Display**  
Multi Screen video  
advertising on all devices

**\$1,000/month**  
**125,000 Impressions/month**

**\$6,000 total**  
**750,000 total Impressions**

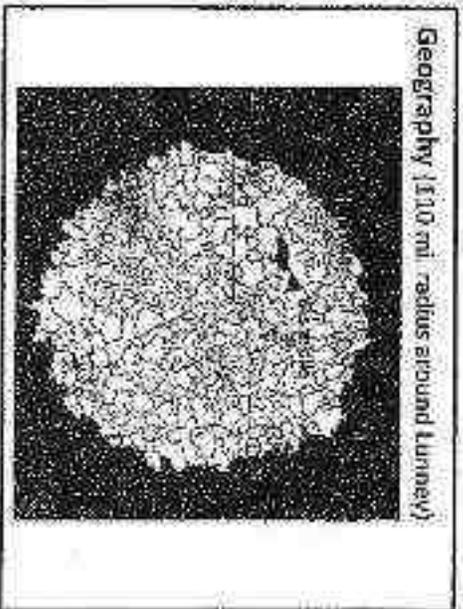
**Grand Total**  
per month: **\$1,000**

**\$6,000**  
for 6 months

**Sample List of Sites:**



GalUpstate.com  
HISTORY.COM  
KAYAK  
The Independent



**Demographics**

- Gender: All
- Age Range: 35+
- Household Income: 35K+
- Parent/Single: All
- Education: All

Start Date: \_\_\_\_\_ Print Client/Agency Name: The Lunney House Museum

End Date: \_\_\_\_\_ Client/Agency Signature: \_\_\_\_\_

Spectrum Reach Signature: \_\_\_\_\_

**Lunney**

**House Museum**

**DATE: 8-14-2917**

**Greetings -- ATAX Committee Members --**

The Lunney campaign, advertising/Promotion, will focus on Adults 35+ with a household income of \$100k+ who are within a 110 mile radius of the Museum. The ads will be placed on sites such as kayak, go upstate, Smithsonian magazine, history.com, independent mail, and many more sites that their target customers visit on a regular basis. Spectrum will deliver 125,000 impressions (or 125,000 times an ad for the MuseUm is seen).

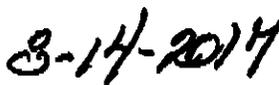
Spectrum will monitor how the campaign is performing in their dashboard, which Lunney will have access to as well. The dashboard shows campaign performance like how many ads have been delivered, where the ads were delivered, geographically, what sites the ads were on, how page

Page 2

many times the ad was clicked, how many times the Lunney House Museum was visited, what the creative we're using looks like, and more. All of this is information at the Museums fingertips.

With matching funds, the Lunney Campaign offers a collaborative effort to promote tourism and a greater awareness of Oconee County.

With respect –



Dr. John Martin

Date

Director & Chief Curator

Seneca City Museums – Lunney House Museum

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization 8<sup>th</sup> Annual City of Seneca Half Marathon  
B. Address And 5K  
9<sup>th</sup> Street nr. 221 E.M. 1<sup>st</sup> Street - Seneca

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 10,000.00  
B. How will ATAX Funds be used? TV and Video Advertising  
"Spectrum"  
C. Estimated percentage of costs directly attributed to attracting or serving tourists?                       
D. Funds furnished by your organization \$ 10,000.00  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED**, attach on a separate sheet

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Seneca's 8<sup>th</sup> Annual Half Marathon + 5K  
B. Description of project Half Marathons and 5K  
C. Who will benefit from this project? Hotels / Restaurants / Shopping

**IV. DATES OF PROJECT**

Beginning Sept 2017 Ending March 16, 2018

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
Non-profit Organization - Incorporation date: \_\_\_\_\_  
Ecclesiastical Organization under IRS Code: IRS # \_\_\_\_\_  
Date of Determination Letter: \_\_\_\_\_

**RECEIVED**  
**8-15-17**

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Runners from different states will visit

A. How many visitors/participants attended the event last year and are anticipated this year?

250

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year 60%

This Year 60%

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year: \_\_\_\_\_

This Year: \_\_\_\_\_

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

with the attached proposal and additional magazines + TV

E. What other documentation can you provide demonstrating this event promotes

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, sleep or accommodations owners)

Registration Form

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

Active.com

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? \_\_\_\_\_

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

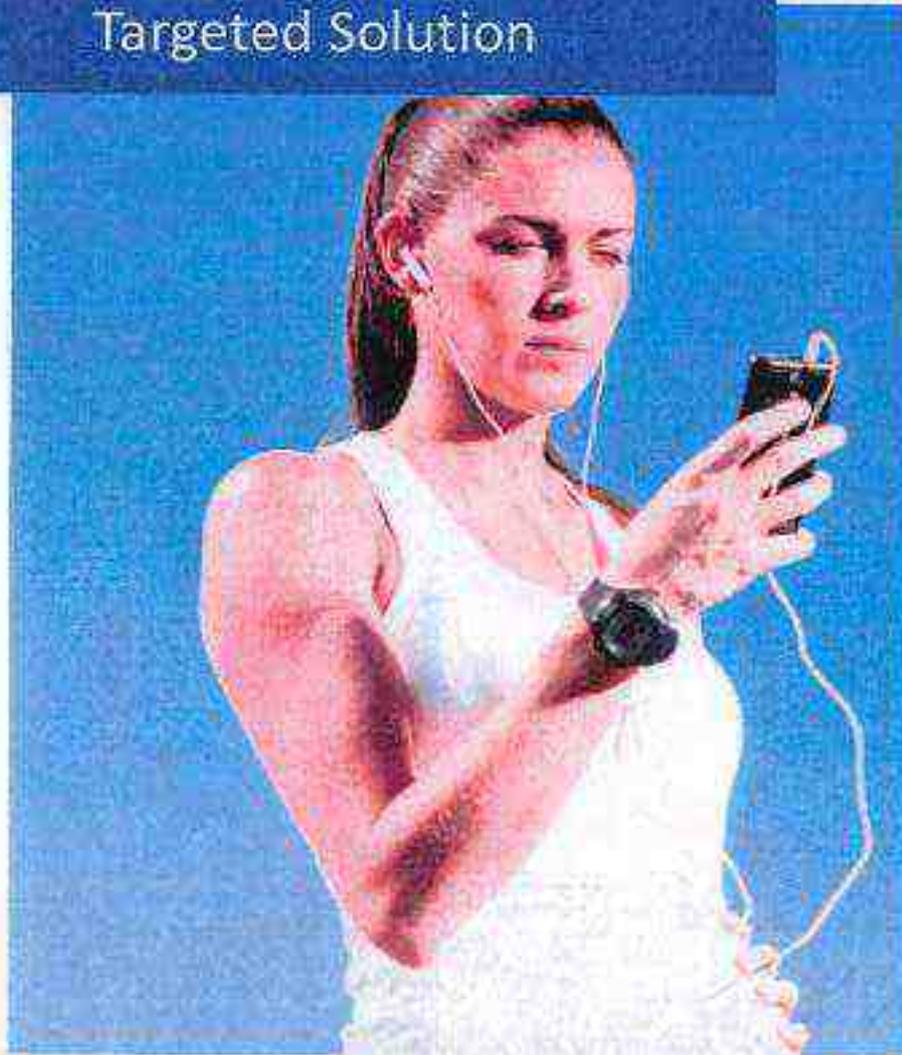
A. Contact Name: Peter Johnson Title: Event Coordinator  
Signature: [Signature] Date: \_\_\_\_\_  
Address: 221 E. W. 1st Street  
Email: P.Johnson@seaco.com Fax No. Self - 855-7201  
Phone Number (s): 864-723-3910

B. Alternate Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s): \_\_\_\_\_

## Spectrum Reach Targeted Solution



City of Seneca



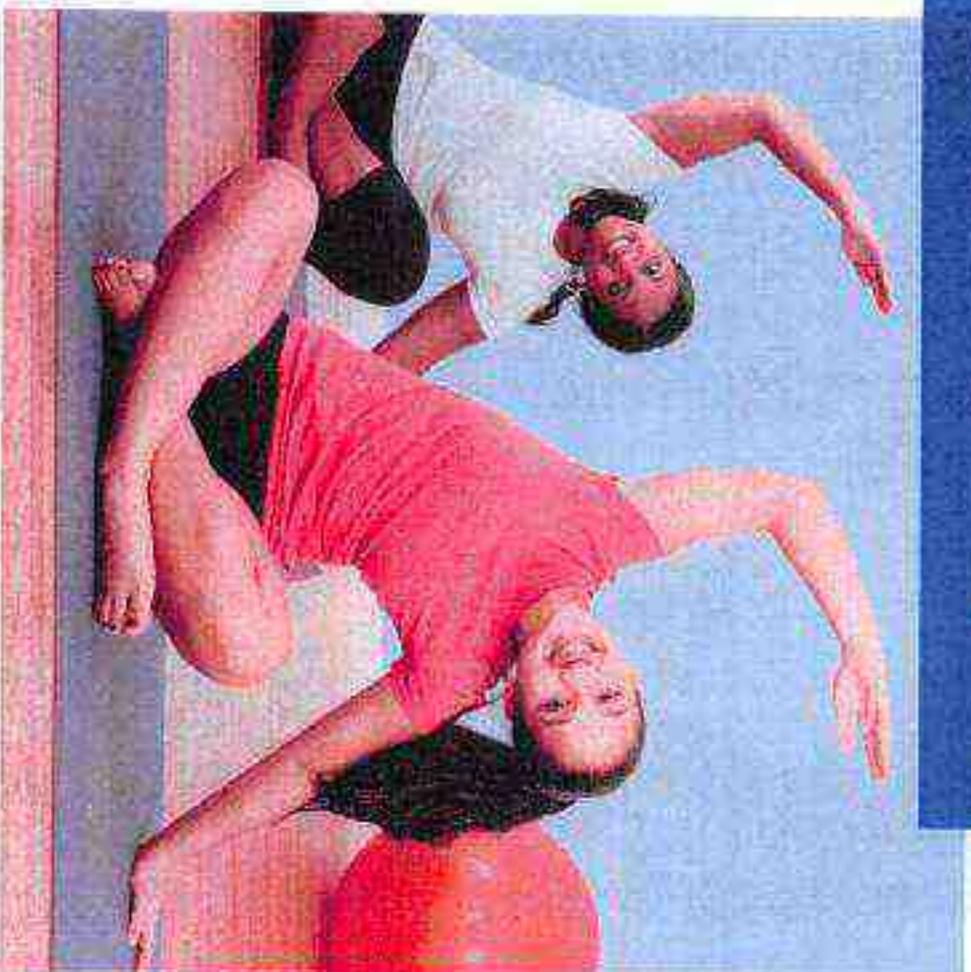
Spectrum Reach can help you extend your reach to your target audience.

Let Spectrum Reach's targeted based solutions help the City of Seneca make next year's Half Marathon a great turnout. We have the research, the creative resources, and a proven track record to deliver your message to the best prospects regardless of location.

We believe the following combination of digital solutions and TV advertising is the ideal way to deliver your message to potential runners.

Spectrum  
REACH

# Runners in the Upstate



Runners in the upstate are both physically active AND digitally active!

**58%**  
female

**56%**  
married

**62%**  
Age 21-49

**61%**  
HHH/SSDK+<sup>1</sup>

**43%**  
use social media  
for 1+ hrs daily

**67%**  
bought athletic  
shoes past yr

**70%**  
own a  
tablet

**48%** watch 7th hour of TV (on  
average) week

**94%** email or  
smartphone

**53%** spend 10+ hours on the internet  
with smart phone

## Other Facts

- 79% of millennials say their motivation to continue running is training for a race
- 41% of runners like to share their race experiences on social media

Source: Nielsen SmartPanel, Greenville, SC 2017 Release. Total Upstate, 2017. Age: 18+. Target: 18-49. HHS/SSDK+ = household with internet broadband access.  
Source: "2016 Medical Student Survey," [www.aamc.org](http://www.aamc.org), 2016. URL: 11 Aug. 2016.  
Source: "2016 National Runner Survey," [www.runners.org](http://www.runners.org), 2016. URL: 11 Aug. 2016.

**Spectrum**  
RESEARCH

## Why these nets? Target Audience Viewership

Based on runners in the upstate who  
have shopped at sporting goods stores  
in the past 3 months...



Large percentage of target audience  
watching & high index  
% watching: 11%  
Index: 129 (129% more likely to watch  
Bravo)



Large percentage of target audience  
watching & high index  
% watching: 31%  
Index: 136 (36% more likely to watch  
Food)



Large percentage of target audience  
watching & high index  
% watching: 11%  
Index: 109 (9% more likely to watch FX)



Large percentage of target audience  
watching & high index  
% watching: 13%  
Index: 137 (37% more likely to watch  
LMN)



Large percentage of Hispanic Adults  
watching & high index  
% watching: 15%  
Index: 158 (58% more likely to watch  
TNT)

Source: Nielsen's Scarborough Research, SC 2017 research. Total Jan 2015-Mar 2017. Base: Total Adults 18+ Target: Runners past 3 months. Figure: running view index. Top 50 in 3 months. Advertising Spend & Channels. Dec's Sporting Goods. CR Reach (Ad). Compiled by: June 11, 2019

Spectrum  
REACH

# Monthly Schedule

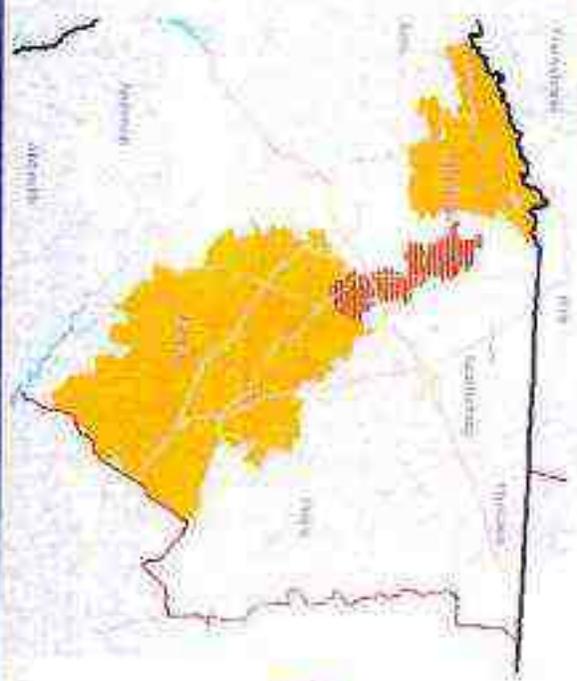
\$1,000/month for 5 months

	Rate \$\$	Ln/Wk	Unit Tot	WR 1 - WK 26	WR 1	WR 2	WR 3	WR 4
				Households				
				Prog Name				
<b>Total</b>	\$1000.00		55		15	14	13	13
<b>3403, Spartanburg</b> Household (DMA 71550) "EL Level"	\$1000.00		25		15	14	13	13
3403, Golden Strip, SC	\$228.00		17		4	5	3	5
FOOD-TV	\$64.00		8		2	2	2	2
Sa-Su 12n-12m	\$8.00	2	6	WEEKEND	2	2	2	2
FX -TV	\$80.00		5		1	2		2
Tu-W,Su 6p-12m	\$16.00	1	5	MOVIES	1	2		2
TNT -TV	\$84.00		4		1	1	1	1
M 4p-12m	\$21.00	1	4	BONES/MOVIES	1	1	1	1
<b>0652, Greenville, SC</b>	\$400.00		16		5	3	5	3
FOOD-TV	\$144.00		8		2	2	2	2
Sa-Su 12n-12m	\$18.00	2	6	WEEKEND	2	2	2	2
FX -TV	\$112.00		4		2		2	
Tu-W,Su 6p-12m	\$28.00	1	4	MOVIES	2		2	
TNT -TV	\$144.00		4		1	1	1	1
M 4p-12m	\$36.00	1	4	BONES/MOVIES	1	1	1	1
<b>7726, Upstate SC Zone</b>	\$372.00		22		6	6	5	5
BRVO-TV	\$180.00		10		3	3	2	2
M-W 7p-10p	\$18.00	3	10	REAL HOUSEWIVES	3	3	2	2
LMN -TV	\$192.00		12		3	3	3	3
F-Su 6p-12m	\$16.00	3	12	WEEKEND MOVIES	3	3	3	3

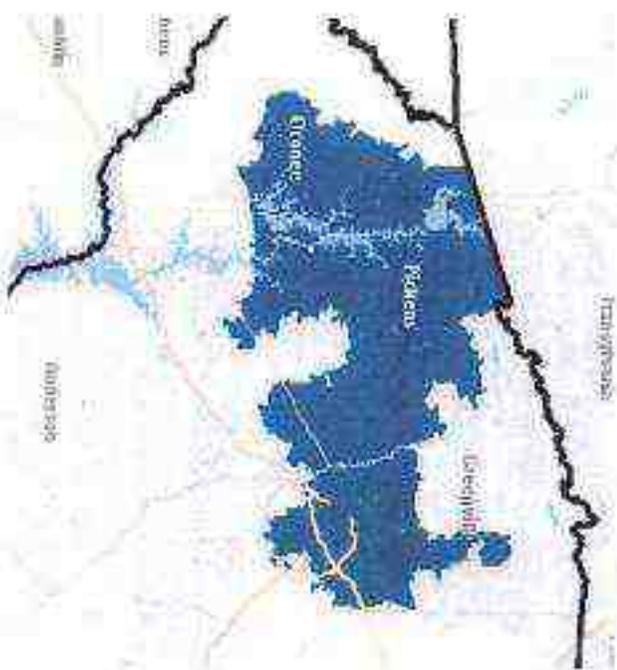
# Reach Runners Across The Upstate

With Spectrum Reach's zone based selling, eliminate waste and target those consumers in the areas you need to reach.

Utilize A-Tax dollars by expanding your advertising into our cable footprint outside of a 40 mi. radius.



## Greenville



## Golden Strip

# Spectrum Reach Digital Activation

## Geography



## Let Digital Targeting Work for You

**Demographic Targeting** – show ads to your ideal client

**Location Targeting** – show ads in areas where your ideal client lives

**Contextual Targeting** – show ads on websites that your ideal client visits

### Demographics

	Gender	• All
	Age Range	• 18-34
	Estimated Income	• All
	Parent/Single	• All
	Education	• All

### Audience Interests



# Spectrum Reach Top Sites



City of Seneca

## Top 3 Sites Amongst Runners:

- 1<sup>st</sup>  **ACTIVE**  
network
- 2<sup>nd</sup>  **RUNNER'S**  
USA
- 3<sup>rd</sup>  **mapmy**  **run**

After you know who your best customers are, it's important to understand their interests, habits, & media consumption.

Reach your audience on the sites, that matter to them.

## Other popular sites:



Source: "2016 National Runner Survey," RunningUSA.org, 2016. Web, 15 Aug. 2016.

Spectrum  
REACH

# Spectrum Reach Total Investment



City of Seneca

Products	Investment	
<b>Display</b> Multi-Screen video advertising on all devices	<b>\$1,000/month</b> campaign 111,111 impressions/month	<b>\$5,000 total</b> 555,555 total impressions
<b>Television</b> Commercials across Golden Strip, Greenville, and Upstate	<b>\$1,000/month</b> 55 commercials/month	<b>\$5,000 total</b> 275 commercials total
<b>Grand Total</b>	<b>\$2,000</b> per month	<b>\$10,000</b> for 5 months

By signing this document, you are agreeing to the Spectrum Reach Terms and Conditions set forth on the attached sheet. Offer is available until 10/31/2017.

Start Date: \_\_\_\_\_

Print Client/Agency Name: City of Seneca

End Date: \_\_\_\_\_

Client/Agency Signature: \_\_\_\_\_

Spectrum Reach Signature: \_\_\_\_\_

**Spectrum**  
REACH

# Spectrum Reach

## Next Steps



City of Seneca

- Review and sign contract
- Get access to the Reporting Dashboard
- Receive call from Digital Coordinator to discuss the look and feel of your digital ads
- Digital & TV ads go live
- Receive monthly reporting

**Flex**  
FITNESS

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**\$19.99 MONTHLY MEMBERSHIP**

Special Price Only  
An intro is provided  
\*\*\* taxes included \*\*\*

Center for Dentists

**START RUNNING**

HOW TO GET INTO RUNNING

By Pamphile Wong

**THE SAGA OF TER BANKS TRIATHLON**

The Best Triathlete on the East Coast!

CLIXSON KESTER

September 27 & 28, 2016

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**ALL SUMMER LONG**

252-489-8239

[theobxrunningcompany.com](http://theobxrunningcompany.com)

Spectrum  
REACH

# Thank You!

Should you have any questions or concerns, feel free to reach out to any of us.

**Brandi Hudson**  
Account Executive



P 864-679-1795  
Brandi.Hudson@charter.com  
125 The Parkway, Suite 200, Greenville, SC 29615  
www.SpectrumReach.com

**Adison Lawrence**  
Account Planner



P 864-679-1736  
Adison.Lawrence@charter.com  
125 The Parkway, Suite 200, Greenville, SC 29615  
www.SpectrumReach.com

**Judy McCason**  
Account Coordinator



P 864-679-1739  
Judy.McCason@charter.com  
125 The Parkway, Suite 200, Greenville, SC 29615  
www.SpectrumReach.com

**Emily Abraham**  
Digital Account Planner



P 864-679-1747  
Emily.Abraham@charter.com  
125 The Parkway, Suite 200, Greenville, SC 29615  
www.SpectrumReach.com

**Andie Martin**  
Digital Account Coordinator



P 864-679-1764  
Andie.Martin@charter.com  
125 The Parkway, Suite 200, Greenville, SC 29615  
www.SpectrumReach.com

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization: Discover Upcountry Carolina Association

B. Address: PO Box 3116, Greenville, SC 29602

## II. FUNDS REQUESTED

A. ATAX Funds Requested: \$10,000.00

B. How will ATAX Funds be used?

*Ads will be placed in publications such as Southern Living, South Carolina Living, The SC Travel Guide, Woman's Day Redbook, Georgia Magazine, AAA Living, and Newcomer Magazine. Additionally, digital advertising will be done, primarily through Facebook advertising and Search Engine Optimization (SEO) campaigns.*

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 88%

D. Funds furnished by your organization \$287,900.00

Matching Grant	<u>\$45,000.00</u>	Source	<u>SC Dept. of Parks, Recreation &amp; Tourism</u>
Matching Grant	<u>\$156,000.00</u>	Source	<u>ATAX grants</u>
Other Funding	<u>\$86,900.00</u>	Source	<u>SCPRT appropriation</u>
Other Funding	<u>                    </u>	Source	<u>                                    </u>

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Upcountry Advertising and Marketing

B. Description of project: Discover Upcountry Carolina Association was founded in 1978 for the purpose of promoting tourism as an economic development activity in the six northwestern counties of South Carolina. Through a comprehensive advertising, marketing and public relations program, our organization's efforts draw over 500,000 visitors to the region each year.

C. Who will benefit from this project?

The primary beneficiaries will be lodging properties, restaurants, attractions and recreation providers/outfitters. Retail stores will also benefit, as well as the festivals and special events held throughout the county.

## IV. DATES OF PROJECT

Beginning 9-1-17 Ending 6-30-18

## V. APPLICANT CATEGORY

Government Entity

Non-profit Organization: Incorporation date           

Fictitious Organization under IRS Code: IRS # 501(c)(3)

Date of Determination Letter January 14, 1998

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?



1000

1000

1000

1000

1000

1000

1000

1000

1000

All of the advertising done will be targeted to audiences that range from a 50 to 500-mile radius of Oconee County. The majority of ads promote outdoor recreation and the scenic attributes of the area, so the numerous waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
531,147 in FY 2016. Projected 584,625 in FY 2017.
- B. How many of the visitors/participants were from beyond a 50-mile radius of Oconee County last year and are anticipated this year?  
Last Year – 467,409 This Year – 514,470
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 415,475 This Year – 457,023
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

The primary target markets for the Upcountry have traditionally been South Carolina, North Carolina, Georgia and Florida, so the bulk of our advertising is placed in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee, so some of the advertising dollars are spent in these markets.

- E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

We have numerous members and partners in Oconee who have provided testimonials that our efforts are bringing visitors to their business or organization. We also receive a great deal of feedback on our social media channels from visitors about their experiences in the area.

- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

Visitor data is collected in several ways by our organization. Website visits are tracked via Google Analytics. Our site currently gets approximately 265,000 unique visits per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide and they will also be added to our e-newsletter mailing list. Facebook Analytics are also tracked to evaluate our engagement.

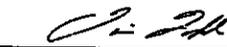
## VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Lee, Broome, MacBay and Associates

## VIII. Will your project be using any funds from another group that received ATAX funds? Yes.

***I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.***

- A. Contact Name: Tim Todd Title: Executive Director  
Signature:  Date: August 10, 2017  
Address: PO Box 3116, Greenville, SC 29602 Email: Tim@UpcountrySC.com  
Phone Number: 864-233-2690



Discover Upcountry Carolina Association  
FY 2018 Budget

Carryover Funds as of July 1, 2017	\$27,000
<b>Income</b>	
Memberships	15,000
Advertising Revenue	27,000
Partnership Revenue	12,000
Grants	45,000
State Appropriations	225,000
Accommodations Tax Funding	156,000
<b>Total Income:</b>	<b>\$480,000</b>
<b>Total Available Funds:</b>	<b>\$507,000</b>
<b>Operating Expenses</b>	
Salaries and Wages	75,000
SC Deferred Compensation Plan	2,000
Employee Insurance	12,000
Contract Services	48,000
Rent	22,000
Office Insurance	1,000
Auto Expenses	14,000
Utilities	3,000
Telephone/Internet	3,500
Office Supplies/Expenses	3,500
Computer Services	5,000
Maintenance	1,500
Furniture/Equipment	3,000
Printing (Letterhead, envelopes, etc.)	500
Travel Expenses	10,000
Membership Dues	1,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,500
Professional Services	7,000
Board Development	1,000
Miscellaneous Expenses	500
<b>Total Operating Expenses</b>	<b>\$217,000</b>



### Advertising and Promotions Expenses

Literature	45,700
Media Advertising	132,700
Website & App Development & Marketing	37,000
Travel/Trade Shows	3,000
Shipping/Postage	17,000
Photography	15,000
Promotions/Public Relations	8,000
Familiarization Tours	6,000
Special Projects	<u>23,500</u>
Total Advertising and Promotions Expenses:	\$287,900
Total Expenses:	\$504,900
Contingency Fund	\$2,100



## Discover Upcountry Carolina Association Narrative for FY 2018 Budget

### **Income:**

**Memberships--** \$15,000 is projected in revenue from supporting businesses and organizations.

**Advertising Revenue--** Advertising sales for the Upcountry Visitors Guide, UpcountrySC.com, and cooperative advertising projects will generate \$27,000.

**Partnership Revenue--** Income generated from cooperative advertising and marketing programs.

**Grants--** \$45,000 is anticipated from SCPRT through the Tourism Advertising Grant program.

**State Appropriations--** This is funding received from the Regional Tourism Promotions line item in the SC Department of Parks, Recreation and Tourism annual budget.

**Accommodations Tax Funding--** This is the amount of anticipated funding from state accommodations tax funds and from county/local sources.

### **Operating Expenses:**

**Salaries and Wages--** Salaries for the Executive Director and Executive Assistant positions.

**SC Deferred Compensation Plan--** Employer share of SC Deferred Compensation plan for full-time staff.

**Employee Insurance--** Health insurance premium payments for full-time staff.

**Contract Services--** This is for labor costs for project work to carry out the mission of our organization.

**Rent--** Payment for leased office space at 500 E. North Street, Greenville SC.

**Office Insurance--** Liability and contents insurance for offices at 500 E. North Street, Greenville SC.

**Auto Expenses--** Expenses for association vehicle and mileage reimbursement for staff.

**Utilities--** Electricity, garbage pickup and water bills estimated at an average of \$250 per month.

**Telephone/Internet--** An average bill of \$291 per month is anticipated to cover monthly service for two lines, the toll-free number, Internet, cell phone, and long distance charges.



Office Supplies/Expenses-- This amount is for general office supplies necessary to efficiently operate the business office.

Computer Services-- This category is for maintenance and service on the office computer system, training on software programs for the staff, and purchase of software to upgrade computer system.

Maintenance-- Costs for office repairs, cleaning, etc.

Furniture/Equipment-- This will be used to purchase computer equipment and office furniture.

Printing-- Items such as letterhead, envelopes, and other miscellaneous collateral will be charged to this category.

Travel Expenses-- These expenses are for accommodations, meals, airfare and other related costs incurred while conducting association business.

Membership Dues-- Designated for membership dues in the Southeast Tourism Society, SC Association of Tourism Regions, SC Festival Association, SC Travel and Tourism Coalition, SC Nature-Based Tourism Association, SC Outdoor Press Association, the Southeast Outdoor Press Association, and other professional organizations.

Subscriptions-- For newspaper and trade journal subscriptions.

Meeting Expense-- \$500 is budgeted for meals, room rental, and other charges incurred for board meetings and the annual membership meeting.

Conference Registration Fees-- This category is budgeted to cover registration fees for the SC Governor's Conference on Tourism and Travel, Southeast Tourism Society meetings, and other workshops and meetings where the association may benefit by attending.

Professional Services-- Fees to cover CPA fees for annual audit and filing of IRS reports.

Board Development-- These funds will be used for board member training, registration for workshops and conferences, and other costs that will enhance the board's effectiveness.

Miscellaneous-- Non-budgeted and unanticipated expenses.



## Advertising and Promotions Expenses:

### Literature--

- Upcountry Visitors Guide-- The guide to Upcountry attractions, activities and sites will be produced. A minimum 70,000 copies will be printed.
- Waterfalls Guide-- The guide to waterfalls in the Upcountry will be reprinted in cooperation with Lake Hartwell Country and the Oconee Parks, Recreation and Tourism Commission.
- Berries and Peaches brochure-- A guide to roadside stands and pick-your-own farms in the area. Produced in cooperation with three other regional tourism offices.

Media Advertising-- This money will be spent on print advertising in publications such as *Good Housekeeping*, *AAA Go*, *Southern Living*, *Woman's Day*, the SC Travel Guide, and *Blue Ridge Country* magazines, newspaper publications, travel guides, etc.

Website & App Development & Marketing-- The primary website will continue to be developed by adding content. Efforts will be increased and directed toward advertising the site through purchase of electronic ads and search engine registration and optimization. The mobile app launched in FY 16 will continue to be enhanced and improved.

Travel/Trade Shows-- Participation in trade & consumer travel shows. This will cover the registration, travel and attendance costs for these shows.

Shipping/Postage-- For costs incurred in mailing and shipping of Upcountry Visitors Guide and other promotional travel literature.

Photography-- These funds will help us to maintain our digital library for images used in our publications and for use by travel writers and travel publications that promote the Upcountry. B-roll video will also be gathered in FY 2018 for the association's use.

Promotions/Public Relations-- Expenses for this category include production of media kits and costs incurred in hosting travel writers to the region. Sponsorships for events such as Travel South Showcase and the Southeast Tourism Society annual meeting also fall into this category.

Familiarization Tours-- DUCA conducts several familiarization (FAM) tours throughout the year for SC Welcome Center staff, SCPRT Marketing Office staff, tour operators and travel writers.

Special Projects-- In order to be both more efficient and effective in promoting travel and tourism to the area, several partnership projects are planned for FY 2018. These partners include the SC Association of Tourism Regions, the Southern Highroads Development Association, and the Appalachian Regional Commission's Tourism Council.

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

- A. Name of Organization : Issaqueena's Last Ride
- B. Address : 105 West South Broad St.  
Walhalla, SC 29691

## II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 2,000
- B. How will ATAX Funds be used?  
ILR will be placing a half page ad in the Blue Ridge Outdoors magazine in the October edition that features bike rides throughout the south. Another half page ad will run in the March edition. Blue Ridge Outdoors is a top regional outdoor adventure publication that reaches the primary market demographics of the prospective ILR participant.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 80%
- D. Funds furnished by your organization \$ 2,000
- |                      |                                       |
|----------------------|---------------------------------------|
| Matching Grant _____ | Source <u>Registration fees</u> _____ |
| Matching Grant _____ | Source _____                          |
| Other Funding _____  | Source _____                          |
| Other Funding _____  | Source _____                          |

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

## III. NARRATIVE PROJECT DESCRIPTION

- A. Project Title Issaqueena's Last Ride
- C. Description of project  
21<sup>st</sup> annual bicycle ride that starts and ends in Walhalla with 32, 50, 61, 80 and 100 mile routes through the Oconee mountains. Average 180+ riders each year.
- D. Who will benefit from this project?  
Hotels, restaurants, retail and the City of Walhalla. Benefactors of the proceeds are Safe Harbor, the Palmetto Trail and St. Johns Lutheran Church.

## IV. DATES OF PROJECT

Beginning April 21, 2018

Ending April 21, 2018

## V. APPLICANT CATEGORY

Government Entity:

ILR operates under the corporate entity of the Mountain Lakes CYB





## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

ILR has brought in an average of more than 180 riders per year for 20 years. Many of these riders come here throughout the year to practice and train for other rides as a direct result of their ILR experience. On average, over 85% of the riders come in from outside of a 50 mile radius.

A. How many visitors/participants attended the event last year and are anticipated this year?  
ILR averages over 180 riders per year. There were 198 registered riders last year. With additional marketing support, our goal is to exceed 200 riders in 2018.

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year 112

This Year 100+

C. How many overnight stays were created by this event last year and are anticipated this year? Last year : 32

This Year: 30+

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Distribute rack cards and brochures at bike and outdoor stores throughout the upstate and in Atlanta, Spartanburg, Charlotte, Columbia, Asheville and other major regional bike centers. Advertise via Active.com. The ILR social media outlet has over 500 fans that receive weekly updates and promotions. ILR also has a newsletter that goes out to over 800 riders across the nation. With the help of this grant, we will purchase two half page ads in the Blue Ridge Outdoors magazine in October and March. Blue Ridge Outdoors is circulated throughout the southeast US.

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

The website, [www.ILRSC.com](http://www.ILRSC.com), is the primary source of information for this event. There is a photo gallery on the site that includes images and videos. The ILR FaceBook page ([www.facebook.com/pages/Issaqueenas-Last-Ride](http://www.facebook.com/pages/Issaqueenas-Last-Ride)) has grown significantly over the past year and now has over 500 fans throughout the US. Active.com provides a summary report of all pre-registered riders. The onsite check-in and registration requires a brief survey that includes questions about lodging, dining and overall spending while in Oconee.

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

All participants must complete a registration form that includes all of the demographic data mentioned above plus birth dates and zip codes. Active.com provides a summary report with all registrant data.

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_ No X

Name of the Auditor: \_\_\_\_\_

**VIII.** Will your project be using any funds from another group that received ATAX funds? No \_\_\_\_\_

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Don George Title Chairman  
Signature Don George Date 8/3/17  
Address 105 West South Broad St, Walhalla, SC 29691  
Email donbettina@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-5980

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_

<b>ILR Budget - 2018</b>	
<b>Revenue</b>	
Registrations	\$10,000
Sponsorships	\$2,500
<b>Total Revenue</b>	<b>\$12,500</b>
<b>Expenses</b>	
Tee Shirts	\$1,250
Rack Cards	\$500
Blue Ridge Outdoors Ad	\$2,000
FaceBook Boosts	\$500
<b>Total Expenses</b>	<b>\$4,250</b>
<b>Balance</b>	<b>\$8,250</b>
<b>Beneficiaries</b>	
Safe Harbor 40%	\$3,300
Palmetto Trail 40%	\$3,300
St. Johns Church 10%	\$825
<b>Total Donations</b>	<b>\$7,425</b>
<b>ILR Balance</b>	<b>\$825</b>

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Museum of the Cherokee in S.C.  
B. Address 70 Stuart Street  
Walhalla S.C. 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1000<sup>00</sup>  
B. How will ATAX Funds be used? print brochures for Museum  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 0  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Print brochures for Museum of the Cherokee in S.C.  
B. Description of project We will have brochures printed for the Museum of the Cherokee in S.C.  
C. Who will benefit from this project? Visitors will benefit by learning more about our Native American heritage. Local businesses will benefit from tourists.

**IV. DATES OF PROJECT**

Beginning September 2017 Ending ?

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date Jan 2012  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_





## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

~~The information printed in the brochure will encourage visitors to come to Oconee to see the only Native American museum in South Carolina.~~

A. How many visitors/participants attended the event last year and are anticipated this year?

700 / 2100 (We are now open Thurs-Sat)

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year 350

This Year 1050

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year: ?

This Year: ?

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Brochures at welcome centers, etc

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

Comments

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

guest logs, website and facebook hits

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

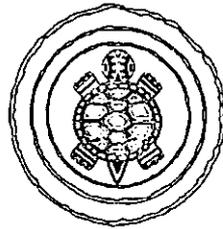
Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Walter Lyle Title Director/Curator  
Signature \_\_\_\_\_ Date 8/11/2017  
Address 121 S. Cherry Street, Walhalla, SC 29181  
Email walter.lyle@bellcounty.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-710-9210

B. Alternate Contact Name: Carolyn B. Evans Title Treasurer  
Signature \_\_\_\_\_ Date 8/11/2017  
Address 121 S. Cherry St  
Email carolyn@bellcounty.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-882-0016



MUSEUM OF THE  
**CHEROKEE**  
IN SOUTH CAROLINA  
70 Short Street, Walhalla, SC 29691

**Itemized budget to print Museum brochures: \$500.00/5000 brochures**

**Budget reflecting how ATAX funds will be spent: \$500.00/5000 brochures**

# THE JOURNAL

Oconee Publishing, Inc.  
P.O. Box 547  
Seneca, SC 29679

## INVOICE

DATE: 08/10/2017

ACCOUNT #: 66672

SALESPERSON: 0034 - Jane Schneider

Attn: Luther Lyle  
Museum of the Cherokee  
In South Carolina  
70 Short Street  
Walhalla, SC 29691

### PAYMENT DUE UPON RECEIPT

For questions regarding your invoice,  
please phone (864) 882-2375.

DATE	REFERENCE NO	DESCRIPTION	AMOUNT
08/10/17	JOB SHOP	5,000 TRI-FOLD BROCHURES - PRINT AND DESIGN	\$500.00

<b>AMOUNT DUE</b>
\$500.00

**IMPORTANT** - Please detach and return this portion to ensure

CUSTOMER NAME		
MUSEUM OF THE CHEROKEE IN SOUTH CAROLINA		
ACCOUNT	DATE	INV #
66672	08/10/2017	JOB SHOP
AMOUNT DUE	AMOUNT ENCLOSED	
\$500.00		

<b>PAYMENT</b>	
<input type="checkbox"/> CHECK ENCLOSED	Please make check payable to THE JOURNAL. Be sure to include your account number on your check. Please do not make or paperclip payment to postage stub.
<input type="checkbox"/> CHARGE MY CREDIT CARD	
<input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER	
Please include credit card number, expiration date, security code and signature.	
_____ Exp: ____/____    CSC: _____ Signature: _____	

# THE JOURNAL

Oconee Publishing, Inc. P.O. Box 547, Seneca, SC 29679

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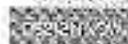
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**\$24.99**  
Delivery only



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### PRODUCT SPECS

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25	\$24.99
50	\$44.99
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250	\$154.99
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1,000	\$459.99
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walk in  
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## Print It Quote

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Date: 08/09/17

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Walk-in \*\*

Acc# No	Ordered by	Phone	P.O. No	Prepared by	Sales Rep.	Ship By
31	walk in			Mike Wallace		Customer Pickup
Quantity	Description				Unit Price	Price
5,000	Brochure - Museum of the Cherokee - 1 Sheet Text Coated: 80# Gloss 11 x 8.5 (1 Sheet) Front: Color Back: Color				139.00/M	695.00
					<b>Subtotal</b>	<b>695.00</b>
					Tax	41.70
					<b>TOTAL</b>	<b>736.70</b>
					Terms	we Upon Receipt
<p><i>Thank you for the opportunity</i></p>						

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Oconee Heritage Center - General Store Museum  
B. Address PO Box 395 Walhalla, SC 29091 (mailing)  
126 E. Main St. Westminster, SC 29093 (physical)

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 14,226.86  
B. How will ATAX Funds be used? Funds will be used to repair/replace the museum facility's roof.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 43%  
D. Funds furnished by your organization   
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title General Store Museum Roof  
B. Description of project This project will repair the roof for the entire facility, stopping multiple leaks and potential damage.  
C. Who will benefit from this project? Everyone visiting the museum.

**IV. DATES OF PROJECT**

Beginning a.s.o.p. Ending a.s.o.p.

**V. APPLICANT CATEGORY**

Government Entity  
 Non-profit Organization: Incorporation date May 1999  
 Fleemosynary Organization under IRS Code: IRS # 31-1663047  
 Date of Determination Letter January 2000

**RECEIVED**  
AUG 15 11

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The museum is in the heart of downtown Westminster and aligning with Destination Oconee and other initiatives to promote tourism in Westminster area.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
2016 = 944 ; 2017 = 1,100
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year 293 (31%)  
This Year 416 (40%)
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : Do not track  
This Year: Do not track
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
The museum is currently launching a marketing campaign.
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) \_\_\_\_\_  
can provide guest log book on request
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) guest logs

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_ No

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? NO

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Leslie White Title Director / Curator  
 Signature [Signature] Date 8/11/17  
 Address PO Box 395 Walthalla, SC 29169  
 Email info@oconeeheritagecenter.org Fax No. \_\_\_\_\_  
 Phone Number (s) 864-638-2224

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Address \_\_\_\_\_  
 Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
 Phone Number (s) \_\_\_\_\_



# Proposal

DATE:  
07/17/2017

ROBERT STOREY  
MOBILE # 864-213-7917  
robert-storey@att.net

P. O. Box 67 – Mailing Address  
17040 B. South Hwy 11  
Fair Play, SC 29643  
Office # 864-972-0619  
Fax # 888-234-3994

**JOB NAME & LOCATION:**  
Oconee County Museum  
120 West Main Street  
West Minster, SC 29693  
kharbin@nctv.com

**FOR:**  
Installation of Cool Roof System

**TERMS:**  
50% Due as Materials are Delivered  
50% Upon Completion

DESCRIPTION	AMOUNT
Pressure Wash Entire Roof Area-Just water, chemicals generally not required	
Allow to Dry Completely	
Microfiber/cloth to all Seams & Penetrations	
A/B Primer applied to entire roof	
Apply complete Rooftek 100% Silicone System	
10 Year Warranty on Leaks, nothing on looks	
Rework EPDM on left & right wall, cut, glue EPDM to walls, adding Cant strip underneath, install new termination bar on each side, screw and plates to fasten whole roof down	
Due to the condition of the existing roof and the repairs necessary to make suitable for	
The Cool Roof system, the roof will still have imperfections. The roof will still retain its warranty.	
All panels that are not compromised will be secured with screws and plates.	
Any compromised panels will be removed and replaced	
<b>Material and Labor Included</b>	

<b>(10) Year Guarantee, No Leaks from American Renovations</b>	
<b>Grand Total:</b>	<b>\$14,226.86</b>

**\*ATTENTION:**

**\*All materials are owned by American Renovations until invoice is paid in full. 7.5% interest due every 30 days after completion date.**

**\*All warranties will not apply to any jobs done by American Renovations until job is paid in full; customer will receive from the office within 30-60 days.**

**\* All Work will meet Manufactures Installation Specs.**

**\* Workers Comp. & General Liability Policy in place.**

**Any Additional Work To Be Done Will Require A Signed Additional Work Order.**

**Not Responsible for Leaks Due to Negligence of Maintenance of Roof, i.e.... Cleaning Debris such as Leaves and Limbs from Roof.**

---

**To Accept Proposal, Please Sign and Date  
Price Good for Thirty Days  
BY SIGNING THIS PROPOSAL,  
THIS BECOMES A LEGAL BINDING CONTRACT**



**Oconee Heritage Center (Leslie)**  
 126 East Main Street  
 Westminster, SC

(864) 638-2224

**Carolina Roof Rescue LLC**  
 207 E North First Street Suite F  
 Seneca, SC 29678

Phone: (864) 280-3459  
 Email: roofrescuedb@gmail.com  
 Web: www.roofrescuesc.com

Estimate # 001274  
 Date 08/14/2017  
 PO # Oconee

Description	Total
<b>Flat Roof Replacement - Oconee Heritage Center</b> Remove and dispose of existing epdm type roof, approximately 32 squares Install 1 bundle of new polyiso insulation where required, will reuse existing insulation where possible. If additional insulation is required to be replaced, additional costs will be incurred and communicated with the owner on a cost plus basis. This condition is specifically unknown until tear off of existing roof is completed. We will add insulation at midpoint to try and smooth slope transition out at previous building expansion Install mechanically fastened 45 mil WHITE TPO single ply roof system, approximately 35 squares including wall turn up and waste. Existing flashing on concrete wall will be utilized to terminate new TPO membrane on right side Tpo membrane will turn up and over left wall and will utilize termination bar, no metal cap and coping included Tpo membrane will terminate at front and back of roof at termination bar Existing gutter at back to be reused, this quote does not include replacement of gutter Install new flashing at existing single roof penetration	\$18,900.00
<b>Subframing / Decking Replacement</b> The existing subframing condition is unknown until tear off is completed. Please note that if existing subframing is found to be rotten or damaged after removal of existing roof, additional costs will be incurred and will be communicated to the owner asap. The new TPO roof system must be installed over structurally sound subframing and decking.	\$0.00
<b>Time Frame</b> Your business will take approximately 2 days to tear-off existing flat roof and install new single ply TPO roof system.	\$0.00
<b>Permits</b> This includes all permits necessary for job completion	\$0.00
<b>Clean Up</b> Daily cleanup will occur to maintain a safe and clean work area.	\$0.00
<b>Weather Protection</b>	\$0.00

During the installation phase weather will be monitored closely to insure an adequate time frame exists to "dry" new roof in. Should a spontaneous weather event occur, tarps will be utilized to prevent water infiltration where possible.

**Workmanship Warranty**

**\$0.00**

Carolina Roof Rescue provides a 2 year Leak-Free warranty on our workmanship. Storm damage to the flat roofing system will be an insurance claim if a storm event occurs. This warranty does not include leaks caused by adjacent cracking mortar or adjacent roof systems we have not modified. This warranty is only applicable to the limits of our newly installed roof system.

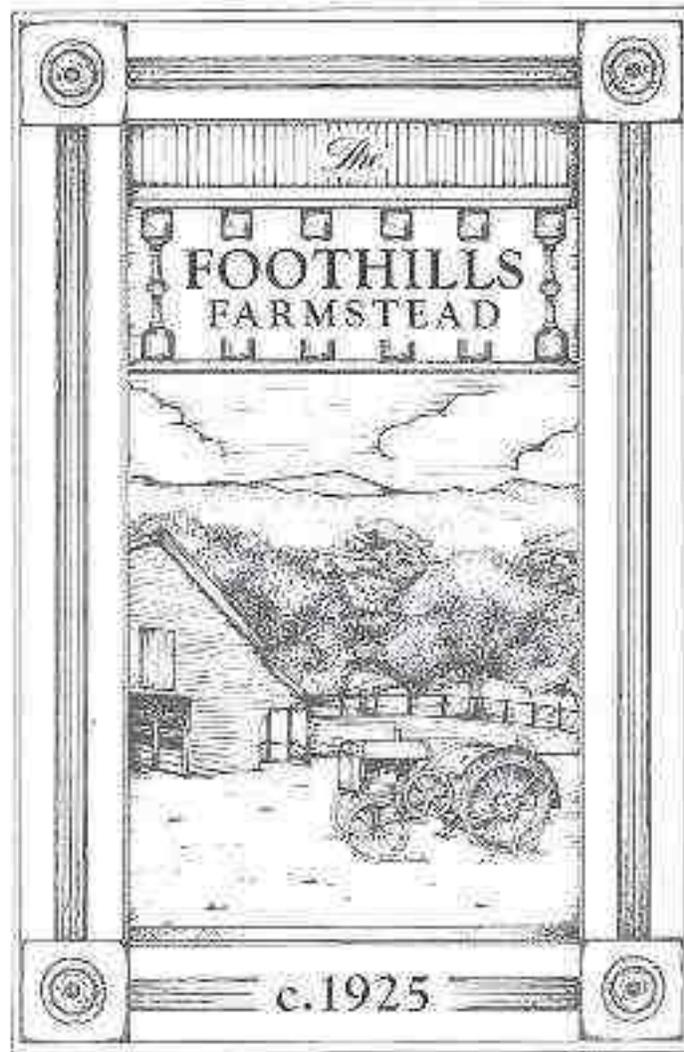
**Payment Terms**

**\$0.00**

50 percent will be due up front, with remaining balance due upon job completion and final invoice.

---

<b>Subtotal</b>	<b>\$18,900.00</b>
<b>Total</b>	<b>\$18,900.00</b>



**Oconee County ATAX Grant Application  
15 August 2017**

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Support Letter.....	22

**RECEIVED**  
8-14-17



**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization The Foothills Farmstead  
B. Address (mailing address) 158 Grant Road  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 24,000

B. How will ATAX Funds be used?

*ATAX Funds will be used for Phase III (of IV) of the Farmhouse Rebuild at the Foothills Farmstead in Oakway, SC. The Foothills Farmstead will serve as a tourism hub in the southern part of Oconee County and the entire project centers around the main farmhouse. A section of the farmhouse will serve as a visitors' center at which tourists learn of other attractions and accommodations throughout the county.*

C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_

D. Funds furnished by your organization \$15,000  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Main Farmhouse Rebuild (Phase III)

B. Description of project:

*The Foothills Farmstead is a living history farm located in Oakway, SC. It illustrates the lives of farming in the Foothills of the Southern Appalachian Mountains of Georgia, South Carolina and North Carolina. The center of the farmstead is a 19<sup>th</sup>-century farmhouse that is currently being moved to the property. This house will allow visitors to experience the life of families from this time period as well as learn of other attractions in the area.*

*This grant request is for Phase III of the house moving. Phase I (Jan 2014- Sept 2015) encompassed removal of the interior of the house at the original location. Phase II (Oct 2015- Jul 2017) was the removal and storage of the exterior of the house including the roof and framing. Phase III will be the reconstruction of site of the frame, exterior and roof and finally, Phase IV will be the reconstruction of the interior (floors, walls and ceilings) of the farmhouse.*

C. Who will benefit from this project?

*The great thing about heritage tourism is that it entails both preservation and publication. Those who benefit from this will be residents of the region wanting to preserve their heritage. However, the largest benefit will be to the growing number of attractions in Oconee County for tourists. Benefits will thus be seen across the board in areas such as overnight stays, local restaurant visits and areas of commerce like small businesses (local shopping). This will be achieved the greatest through large events at the farmstead including out-of-town bus tours, weddings, festivals, and other events such as tractor/engine shows, etc.*

IV. DATES OF PROJECT

Beginning Oct 1, 2017

Ending Sept 30, 2019

V. APPLICANT CATEGORY

Government Entity:

X Non-profit Organization: Incorporation date March 10, 2017

X Eleemosynary Organization under IRS Code: IRS # 82-0943477

X Date of Determination Letter April 5, 2017

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

*Tourism will be influenced in Oconee County not only by bringing in visitors to the farmstead, but by subsequently sending them forth to other attractions and accommodations throughout the county.*

A. How many visitors/participants attended the event last year and are anticipated this year?

N/A

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year N/A

This Year N/A

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year : N/A

This Year: N/A

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

*From the initial groundbreaking of Phase III, the Foothills Farmstead plans to be OPEN on a regular basis. This will ensure that visitors can be a part of the "rebuilding" process of the farmstead. The reconstruction thus becomes an attraction in and of itself. Thus, at the beginning of Phase III, the Foothills Farmstead will begin marketing throughout the region in newspapers, internet, mailings, networking, etc. This will begin in the larger cities surrounding the farmstead including (Georgia) Athens, Atlanta, Augusta, (South Carolina) Greenville, Columbia, Charleston and (North Carolina) Charlotte, Greensboro and Asheville.*

- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

*In order to keep record for demographic data, the Foothills Farmstead will maintain a guest log on site (beginning October 1, 2017) that records number of visitors, their respective zip codes and how they found out about the Foothills Farmstead. The Foothills Farmstead Website also records demographic data statistics. Also, a record will be compiled of all advertising demographics and compared to visitation to get an idea of what advertising methods are effective.*

**VII. AUDIT**

Does your organization perform an independent audit? Yes X No     

Name of the Auditor: Beate Ventura

**VIII.** Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Eddie Martin Title President (Board of Directors)  
 Signature: [Signature] Date 8/14/17  
 Address 730 Foothills Branch Road, Tennesse SC 29686  
 Emailed eddie.martin@occonee.org Fax No.       
 Phone Number (s) 864-557-6168

B. Alternate Contact Name: R.T. Harris Title Secretary (Board of Directors)  
 Signature: [Signature] Date 8/14/17  
 Address 270 HARRIS FARM RD, WESCHMINSTER, SC 29693  
 Email ROBERT.T.HARRIS@OCMAIL.ORG Fax No. 864-972-4782  
 Phone Number (s) 864-247-4335

**Budget for Phase III of the Main Farmhouse Rebuild (Foothills Farmstead)**

**Phase III: Rebuild of Framing and Exterior of Farmhouse**

-Labor: \$34,000 (the requested \$24,000 of ATAX funds would be applied to this item)

-Replacement Materials: \$5,000

**Notes:**

**\*See included bid from Old Oakway Architectural Salvage. Only one bid is included for several reasons. Old Oakway has already completed Phases I and II of the Farmhouse Rebuild. Thus, they are most familiar with the project. Also, we know of no other local business that performs this kind of work.**

**\*The Foothills Farmstead is confident that this is a "more than reasonable" bid for such an undertaking as moving this house. If, however, ATAX funds are not available to the amount requested, we ask that you consider funding at least in part to ensure progress.**



1 July 2017

Proposal for moving Main Farmhouse for the *Foothills Farmstead* (Phase III)

Approximate Timeframe: up to 2 years

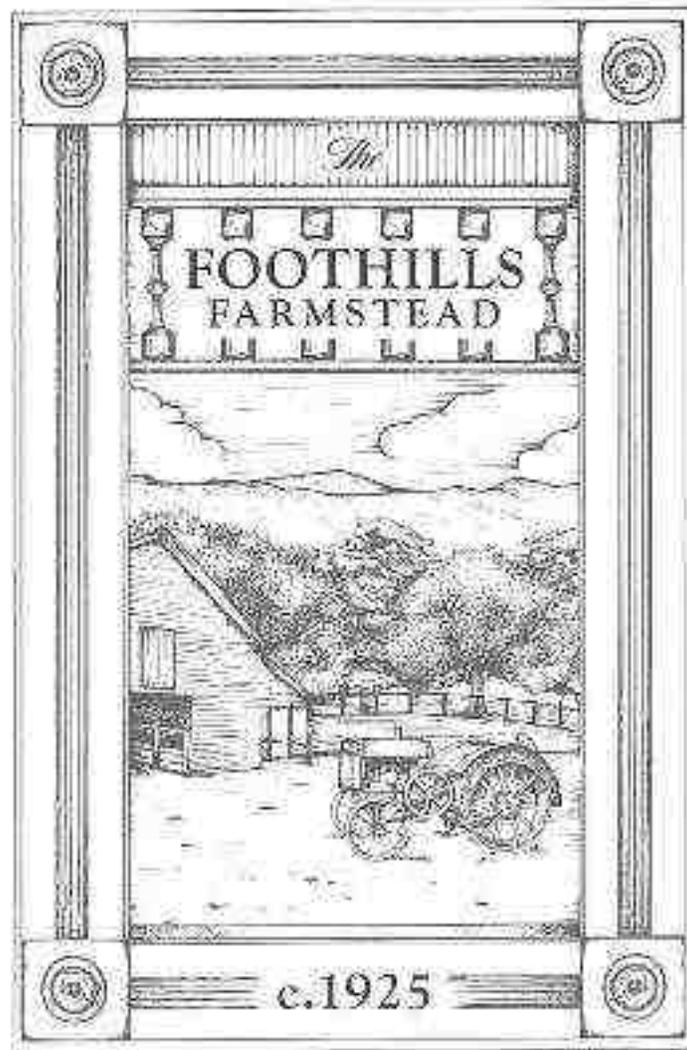
Total Costs: \$39,000

Itemized Costs:

Labor: \$34,000

Replacement Materials: \$5,000

158 Grant Road  
Westminster, SC 29693  
864.710.1568



*Overall Proposal for:*

— *The* —  
**FOOTHILLS**  
FARMSTEAD  
c.1925

## Synopsis

The idea.... A working farm that represents how people in the Appalachian Foothills lived between the years of 1900 and 1950. A combination of ancestors including the English, African, Native American, German, French, Scots-Irish and others would prove to be very influential in who these people were. They were also our ancestors and yet the agrarian life that shaped many alive today has dwindled down into mostly memories.

We are at the point in history that the "Greatest Generation" (those that lived through the Great Depression and two World Wars) is disappearing daily. Future generations will be unaware of this "way of life" within a few short years if not already. That is, unless we create something for posterity like the Foothills Farmstead.

Located in a small, historically agrarian community, Oakway, SC, the picture would actually be much bigger than "local." It would be not just a snap shot of history but rather a living history of so much of the region that surrounds the farmstead. Tourism is one thing for any given area but Heritage Tourism brings preservation and economic impact. Heritage Tourism is the largest growing type of tourism in the State of South Carolina.

Visitors (whether local or from afar) would be able to *experience* the life of a farm in the early 1900s, not just read about, watch a film about or see pictures of. For example, tenant farming replaced slavery in the South after the War Between the States as the main source of agrarian labor. Visitors to the farmstead would be able to walk inside a tenant farmer's home, see the straw-stuffed mattress and the small accommodations afforded to often large families. Not only this, but then they would be able to mentally compare that to their visit with the main farmhouse. The sights, smells, and sounds of a *working* farm would all be available in one location as it was 100 years ago in the Southern Appalachian Foothills.



Typical farm of the early 1900s in Oakway, SC.



Above is the "Oakway School Property" including the approximate 16 acres of field in the lower section. All buildings would be placed in this section as they would have been in the early 1900s. For example, the main house would sit on the highest point near the big oak trees. A sawmill would be placed at the bottom of a hill for rolling logs. A smokehouse would be placed near the main house for protection of the meat from predators and thieves... etc.



*View from potential house site*



*View of potential house site*



### Bearden-Gambrell House

Parts of this Folk-Victorian house date back to the mid-nineteenth century. Originally a two room, post and beam home, Andrew Bearden, a Confederate Veteran, acquired the property in the late 1800s and made it into a 6-room, "shotgun house." Eventually, before his death in 1919, he added the large, characteristic front porch that helps to define this house even up until today. The Patrick Henry Gambrell family (with 8 children) purchased the house and farm during the Great Depression and lived here until 1985. The house has remained vacant since then until in 2013 the dismantling process began.



The interior of the house is all original, wide, hand-planed boards from the late 1800s.

**Other buildings on the Foothills Farmstead could include:**

**Tenant Farmer's House**  
**Large Barn**  
**Generator House**  
**Outhouse**  
**Smoke House**  
**Root Cellar**  
**Chicken Coop**  
**Springhouse or Wellhouse**  
**Corn Crib**  
**Blacksmith Shop**  
**Sawmill**  
**Cotton House**  
**General Store**  
**School House**  
**Church**  
**Sorghum Mill and Furnace**  
**... and others!**

**Possible Farmstead activities include:**

**Tractor Shows**  
**Sorghum Syrup Day**  
**Bee Keeping Classes**  
**Quilting Bees**  
**Heritage Festivals**  
**Traditional Music**  
**Cotton Ginning**  
**Blacksmithing**  
**Wood Working**  
**Hog Killing**  
**Weaving**  
**Soap Making**  
**Wedding Venue**

**Many of these structures are readily available for disassembling and reassembling on the Farmstead site. However, they are still on private property and thus not included in this initial proposal. The Bearden-Gambrell House is partially in storage and currently in the final disassembling stages.**

## Logistics

With patience and extreme attention to detail, framed buildings can and have been moved... even 500 miles away! We have been involved in the following examples:

### ***Biemann-Hughs House***

This house, c.1880, is by far the largest and farthest-traveling project that we have been involved with. It contained 13 rooms and was reconstructed over 500 miles away (Walhalla, SC to Washington, DC).



Walhalla, SC



Washington, DC

### ***Silas Butts School House***

Now at the SC State Agricultural Museum in Pendleton, SC, this c.1938, one-room school house was also numbered, dismantled and moved.



Brasstown, SC



Pendleton, SC

### ***Warren G. King "Granary Barn"***

Also now at the SC State Agricultural Museum, this late 1800s barn was completely reassembled in 2016.



Oakway, SC



Pendleton, SC

### **Building Codes**

We would gladly work with Oconee County Planning Department and specifically the Building Codes to ensure balance between historically accurate buildings and safe public access to the structures on the farmstead. This has already been done with the Biemann-Hughs house in Washington, DC and twice in the city of Pendleton, SC.

### **Parking**

Parking could and would be incorporated into the overall site plan of the farmstead including the adjacent football field on the Oakway School property. In addition, it is anticipated that larger crowds could be accommodated with parking on surrounding farms with shuttles to and from the farmstead.

### **Restrooms**

Public restrooms could be built according to code and environmental specifications that would complement the historical integrity of the other buildings. This has been seen in several other places in Oconee County including the St. John's Meeting House in Walhalla.

### **Five Year Plan**

#### **Year One (Oct 2017 – Oct 2018)**

- establish "Friends of the Foothills Farmstead" non-profit organization to fundraise for the project
- foster relationship with Oconee County and the PRT Department
- work out details of management of land
- begin reconstruction of the Bearden-Gambrell House (Phase III)
- OPEN to the public with limited hours so that visitors can be a part of and engage in the reconstruction process
- seek funds and build restrooms on site
- begin Oral History project of older generations about farming in the foothills of the Appalachian Mountains

#### **Year Two (Oct 2018 – Oct 2019)**

- Finish Phase III of the Bearden-Gambrell House on the Farmstead site
- acquire other, supporting buildings for the farmstead
- expand OPEN hours to three/four days per week
- open up as a wedding venue for exposure, use and fundraising
- coordinate and implement at least one big event at the Farmstead (ie. festival, tractor show, music, etc.)

#### **Year Three (Oct 2019 – Oct 2020)**

- Finish Phase IV (interior) of the Bearden-Gambrell House on the Farmstead site
- continue to reconstruct additional buildings on site
- add one additional annual event to the calendar
- begin planting historic crops and bring in live animals in sectioned parts of the farmstead
- fully OPEN for five days a week to the public

#### **Year Four (Oct 2020 – Oct 2021)**

- complete the reconstruction of all historic buildings on site
- maintain a working farm with daily chores
- add a third annual event to the calendar

#### **Year Five (Oct 2021 – Oct 2022)**

- continue at least three annual events
- maintain a working farm with daily chores
- publish the interviews to date of early 20<sup>th</sup>-century farming in the foothills

# The Porch Post

A Quarterly Newsletter for the Foothills Farmstead  
Oakway, SC

Volume I Number I

## Welcome to the Foothills Farmstead...

The idea... A working farm that represents how the people of the Southern Appalachian Foothills lived between the years of 1900 and 1950.

A rich combination of ancestry including the English, African, Native American, German, French, Scots-Irish and others would prove to be influential in who these people were. They were our ancestors and yet the agrarian life that shaped many of us today has dwindled down into mostly memories.



Located in Oakway, SC, the Foothills Farmstead will be the place to discover or "rediscover" this history!

Over the next few years, the Foothills Farmstead (a non-profit organization) will be moving structures to a 15-acre parcel of land to create this unique living-history experience. Visitors will be able to enjoy learning about farm life such as blacksmithing, tenant farming, plowing, quilting and much more!



Join us on this journey of collecting, remembering and restoring our history for generations to come!

Located behind the old Oakway School in Oakway, SC, the Foothills Farmstead encompasses approximately 1.5 acres of open farmland. Work on its creation is anticipated to begin in the Summer of 2017. Stay tuned for information on when you will be able to come visit and see the progress.... even while we are rebuilding the farm!



## Farm Hands...

We are already building our database of volunteers! Let us know, through the contact info below, if you would be interested in assisting with reconstruction of buildings, farm demonstrations, marketing, etc.

## Speaker...

Need a speaker for your club or civic organization? We would love to come share our ideas and progress of the Foothills Farmstead! Contact us with the information below to schedule a presentation with your group.

### Contact Information for the Foothills Farmstead

Email: [info@oldoakway.com](mailto:info@oldoakway.com)

Phone: (864) 710-1568

Mailing Address: 158 Grant Road

Westminster, SC 29693

Like us on Facebook at [www.facebook.com/oldoakway](http://www.facebook.com/oldoakway)

**As we begin building the Foothills Farmstead, we need your help!  
All Donations are Tax Deductible.**

Help us by joining the "Foothills Farmstead Grange" at the levels listed below:

**Feed Sack..... \$25**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead

**Plowshare..... \$100**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead,  
Farmstead T-Shirt

**Farm Bell..... \$250**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead  
Farmstead T-Shirt  
Event Sponsorship Opportunity

**Hearth Stone..... \$500 and above**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead  
2 Farmstead T-Shirts  
Event Sponsorship Opportunities  
Private tour of the Farmstead and Individual Project Sites

.....  
Please fill out the information below and return with payment

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Shirt Size(s) \_\_\_\_\_

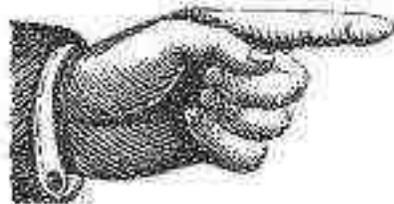
- Feed Sack (\$25)
- Plowshare (\$100)
- Farm Bell (\$250)
- Hearth Stone (\$500 and above)

Make checks payable to:

**Foothills Farmstead**

and mail to:

**158 Grant Road  
Westminster, SC 29693**



Come Hear About the Farmstead!

May 6th at 10am

Center Methodist Church

6645 West Oak Hwy

Westminster, SC 29693

We'll officially announce the Foothills Farmstead project at this meeting with a detailed presentation!

Everyone is invited!

The Foothills Farmstead  
158 Grant Road  
Westminster, SC 29693



# The Porch Post

A Quarterly Newsletter for the Foothills Farmstead  
Oakway, SC

Volume 1 Number 2



## The Bearden-Gambrell House

The main farmhouse of the Foothills Farmstead is this nineteenth-century house pictured above. Originally a small, two-room, post-and-beam house, it was enlarged to a six-room, "shotgun house" in the late 1800s by Andrew Bearden. Before 1920, Mr. Bearden added the iconic front porch with all the folk-victorian embellishments as seen in the photo. The Patrick Henry Gambrell family acquired the farmhouse during the Great Depression and lived in the home until 1985.

Like all structures of the farmstead, this house is currently being disassembled only to be reassembled onsite in Oakway, SC. To learn more about the house's history and current progress, visit our website at [www.foothillsfarmstead.blogspot.com](http://www.foothillsfarmstead.blogspot.com).



A rear view of the house shows the framework during disassembly.



Old photo shows the Bearden-Gambrell House in the background.

# What is the Foothills Farmstead?

The Foothills Farmstead is a non-profit organization dedicated to the preservation and education of the agricultural way of life in the Foothills of the Southern Appalachian Mountains c.1925. Located in Oakway, SC, we are in the beginning stages of creating a living-history farmstead for everyone to visit and enjoy.

When you visit the farmstead in the future, you can expect to see activities such as blacksmithing, plowing, harvesting, cotton ginning, tractor shows, quilting and much, much more!

The best way for you to be a part of this journey is to join our membership using the form on the adjacent page. This will keep you informed as to our progress and let you know about our special events and fundraisers.

Be sure to spread the word!



A huge "Thank You" to TreeSouth for clearing around our worksite in preparation of taking the roof off the main house.

## **Become a Volunteer:**

The journey of building this farmstead is going to take alot of people! If you are interested in volunteering, please contact us with the information below to see how you can help us out. Thanks to those who have already responded and have helped us to get this far!

## **Need a Speaker?**

We have a presentation for your civic group, club or a gathering of friends at your home. Contact us to schedule a presentation for your event with the information below.

## **Contact Information for the Foothills Farmstead**

Email: [info@oldoakway.com](mailto:info@oldoakway.com)

Website: [www.foothillsfarmstead.blogspot.com](http://www.foothillsfarmstead.blogspot.com)

Phone: (864) 710-1568

Mailing Address: 158 Grant Road

Westminster, SC 29693

Like us on Facebook at [www.facebook.com/oldoakway](http://www.facebook.com/oldoakway)

**As we begin building the Foothills Farmstead, we need your help!  
All Donations are Tax Deductible.**

Help us by joining the "Foothills Farmstead Grange" at the levels listed below:

**Feed Sack..... \$25**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead

**Plowshare..... \$100**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead,  
Farmstead T-Shirt

**Farm Bell..... \$250**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead  
Farmstead T-Shirt  
Event Sponsorship Opportunity

**Hearth Stone..... \$500 and above**

Includes subscription to *The Porch Post* and invitations to VIP member events at the Foothills Farmstead  
2 Farmstead T-Shirts  
Event Sponsorship Opportunities  
Private tour of the Farmstead and Individual Project Sites

.....  
Please fill out the information below and return with payment

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Shirt Size(s) \_\_\_\_\_

- Feed Sack (\$25)
- Plowshare (\$100)
- Farm Bell (\$250)
- Hearth Stone (\$500 and above)

Make checks payable to:

**Foothills Farmstead**

and mail to:

**158 Grant Road  
Westminster, SC 29693**

Porch trim design  
from Bearden-  
Gambrell House

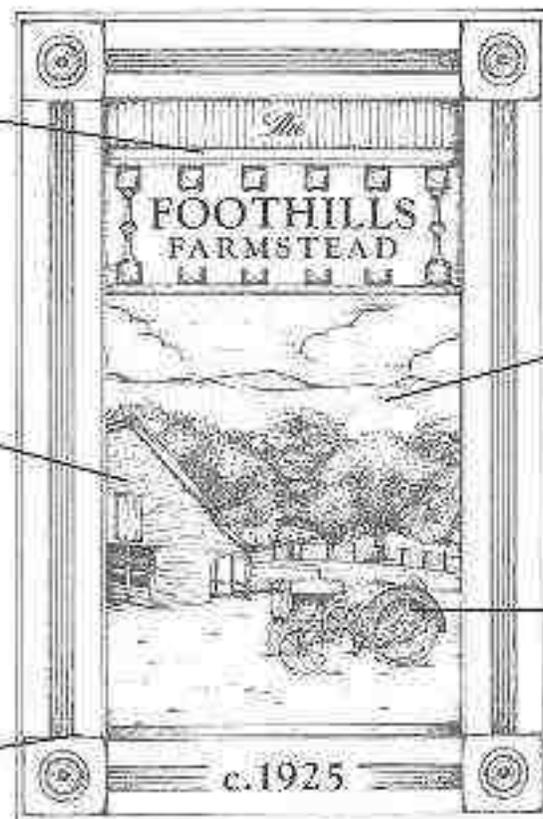
*Our new logo  
for the  
Foothills Farmstead*

A barn that will  
be featured at the  
Foothills  
Farmstead

View of Blue  
Ridge Mountains  
from Oakway, SC

Looking out of a  
window in the  
Bearden-Gambrell  
House

1924 John Deere "D"



The Foothills Farmstead  
158 Grant Road  
Westminster, SC 29693





August 12, 2017

RE: The Foothills Farmstead, Oakway SC

To Whom It May Concern:

My name is Les McCall, Executive Director of Lake Hartwell Country, the regional tourism commission for the state of South Carolina covering Anderson, Oconee and Pickens counties. I am writing today in my capacity as head of an organization that markets and promotes the outdoor adventure, agritourism, and heritage tourism products of the region, in support of the Foothills Farmstead. It is my belief that the Foothills Farmstead is a project of value for Oconee County and the region, due to its potential impact on and augmentation of the Oconee County tourism product. The Foothills Farmstead represents an excellent example of something for tourists to "see and do" while in town, and combined with other Oconee County heritage sites, can serve to attract visitors and put "heads in beds."

Lake Hartwell Country regional tourism commission is also the proud owner and operating organization of the Bart Garrison Agricultural Museum of South Carolina, the state agricultural museum. In this capacity, we are doubly supportive of the Foothills Farmstead, as it also holds value as an agritourism site that seeks to educate and connect locals and visitors alike to the region's agrarian heritage. It is that dualistic approach that makes the Foothills Farmstead of such potential value; it seeks to attract visitors and their economic impact, as well as enrich the lives of locals. Thus, it is in the interests of this office to fully support this endeavor.

I may be reached at any time for further comment at [les@crownofthecarolinas.org](mailto:les@crownofthecarolinas.org) or 864-646-3782.

Sincerely,

A handwritten signature in black ink that reads "Les McCall".

Les McCall  
Executive Director  
Lake Hartwell Country - Regional Tourism Commission  
Bart Garrison Agricultural Museum of South Carolina

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Oconee Conservatory of Fine Arts/ Upstate Heritage Quilt Trail (UHQT)

Address 201 North College Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$2,000.00

B. How will ATAX Funds be used? Production and distribution of Upstate Heritage Quilt Trail map.  
Promotion of Oconee County through marketing venues.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%

D. Funds furnished by your organization. Volunteers to distribute map locally, prepare mailings,  
coordinate production and solicit funding source for entire production.

Matching Grant	_____	Source	_____
Matching Grant	_____	Source	_____
Other Funding	<u>\$4,600.00</u>	Source	<u>Pickens, Anderson County and City of Clemson ATAX applications. Awaiting notifications..</u>
Other Funding	<u>\$3,111.00</u>	Source	<u>Marketing advertisements to area business and organizations.</u>

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Promotion of Oconee County following the Upstate Heritage Quilt Trail UHQT Map and other marketing venues.

B. Description of project: To encourage people to visit the UHQT and other points of interest, dine, shop and stay in Oconee County. Currently there are 119 quilt blocks on display in Oconee County; 75 are displayed on businesses, historic sites, museums, Oconee County Public Schools and public destination sites; 44 are displayed on private residences and 4 sites have more than one quilts block on display. Providing visitors a map that clusters quilt blocks with easy to read maps will simplify trip planning and encourage additional trips to the area.

Who will benefit from this project? Area businesses and tourist destination sites throughout Oconee County.

**IV. DATES OF PROJECT**

Beginning September 2017

Ending March 2018

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date 11/15/2004

Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
Date of Determination Letter \_\_\_\_\_

## V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? The redesigned map will cluster quilt blocks to make it easier for visitors to plan driving and walking routes. Currently 44 quilt blocks in Oconee County are on historic sites, places of business, museums and state parks. Promoting these sites in the UHQT map also brings additional visitors to these locations. Visitors also enjoy seeing the many quilt blocks in route to destination sites. In past 16 months 2825 maps were distributed to destination sites in Oconee County and requests for additional maps are being received for distribution. Please refer to Attachment C for map distribution list in Oconee County.

A. How many visitors/participants attended the event last year and are anticipated this year?

This is a very difficult figure to derive because the UHQT is a self-guided tour.

How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year \_\_\_\_\_

This Year \_\_\_\_\_

B. How many overnight stays were created by this event last year and are anticipated this year?

Last year : \_\_\_\_\_

This Year: \_\_\_\_\_

C. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Maps about the UHQT are at all South Carolina Welcome Centers, and Chambers of Commerce in Anderson, Oconee and Pickens counties. All public sites with quilt blocks have maps or rack cards, as well as tourist information centers in the three counties. Maps have been sent to quilt shops in the Tri-state area and other quilting organizations in the tri-state area and various tourist information centers throughout South Carolina. We continue to expand our distribution to quilt museums throughout the country and distribute at local and national quilting events. All quilt blocks are posted on the UHQT Face book page at time of installation. Additionally, area media is informed of each new installation of a block and its story and email announcements to 360 individuals. The UHQT links can be found on the Upcountry web site, SCPRT and various area Chamber and CVB's and destination locations web sites. In addition to quilt trail web sites in Landrum, Ridge Springs, McCormick, South Carolina and the National Quilt Trail web site. The UHQT website had 9,534 visitors in 2016.

A full- page advertisement in the American Quilter's Society, Spring Paducah, KY show book. We advertised in this publication in April 2017. This program book was distributed to over 30,000 attendees. The majority of attendees at this week- long show are from the mid-Atlantic and southern states. The UHQT experienced an increase in Facebook views and individuals following our page, in addition to an increase in visits to our web site. Also, we have experienced an increase from individuals requesting the UHQT Map.

D. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) See Attachment A

E. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) The Quilt Trail will monitor distribution of maps and requests for additional information. See Attachment B for information monitored

## VII. AUDIT

Does your organization perform an independent audit? Yes \_\_\_\_ No X

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Martha File Title Director, Upstate Heritage Quilt Trail  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address P.O. Box 333, Walhalla, SC 29691  
Email infor@uhqt.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-6603 or 904-874-1975

B. Alternate Contact Name: Judy Goodwill Title Treasurer, Upstate Heritage Quilt Trail  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address 512 Sixteenth Circle, Walhalla, SC 29691  
Email judygoodwill@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864 638-0015

**Upstate Heritage Quilt Trail  
August 15, 2017 Application  
Budget**

Printing, 15,000	\$5,961.00
Updating and layout	\$3,375.00
Postage	\$1,000.00
Total Production Cost	\$10,336.00
American Quilters Society Spring Meeting Program Book April 2018,	\$575.00
Total Promotion Budget	\$10,911.00
<b>Total application request</b>	<b>\$2,000.00</b>

[Print](#) | [Close Window](#)

**Subject:** Estimate for Upstate Heritage Quilt Map  
**From:** "Kyle Sarratt" <kyle@ink4.biz>  
**Date:** Fri, Aug 11, 2017 9:25 am  
**To:** <info@uhqt.org>  
**Attach:** image001.png

Estimate is below, let me know what you think on these numbers.



the power of print



quote request

August 11, 2017

Estimate Number42328

Martha File  
 Upstate Heritage Quilt Trail

Hi Martha,

Thanks for considering us for your upcoming printing project. The prices below are based on our understanding of the specifications provided by you. Please review and verify they are accurate. Any variations are subject to additional charges.

In accordance with printing industry standards, please allow for 10% over run to be billed accordingly. If you require an exact count, please inform us before price is confirmed. Please be aware that requiring an exact count may alter the price of your job.

*As of 5/5/14 we will be adding an addition 5% processing fee for any credit card payments.*

**DESCRIPTION: Upstate Heritage Quilt Map**

**SIZE:** 16 x 9 folded to 8 x 9  
**PAGES:** 20 page self cover  
**PRE-PRESS:** Print ready files provided (All alterations are subject to additional charges)  
**PROOF TYPE:** PDF (standard) Hard copy will be available but must be returned to avoid additional charges.  
**PAPER 1:** 80# Gloss Text  
**INK:** 4/4  
**FINISHING:** Cut, Fold, Saddle Stitch and Carton Pack  
**SHIPPING:** Our Truck

Quantity	2,500	5,000	10,000	15,000	—
Price	\$1,936.00	\$2,750.00	\$4,353.00	\$5,961.00	

Please feel free to call us with any questions. We look forward to partnering with you on this and future projects.

Thank you,

Kyle Sarratt

## Attachment B

### Distribution of 2016 UHQT Map

Number in Group	Group Category	Quantity Distributed
<i>Not in the Anderson, Oconee or Pickens Counties</i>		
131	Quilt Shops: GA (14), FL (5), NC (25) and SC (24 greater than 50 miles)	
	Quilting Guilds and Groups: GA (9), NC (3) and SC (46 greater than 50 miles)	1965
8	SC Welcome Centers	5,800
43	Quilt Museums: CA (3), GA (2), PA (2), WA (2) KY, MA, MI, NC, ME, TX, VA & Ontario	860
22	SC Historical Societies, Museums, Low Country Visitors Centers	330
50	UHQT individual contacts in CA; KY; OH; VA, FL; MI; OK; SC, NC, GA >50 miles	50
 Subtotal 254		
 <i>Within Anderson, Oconee or Pickens Counties</i>		
1	SC Welcome Center, Fair Play	900
161	UHQT individual contacts	161
75	UHQT Destination Sites not included above	2,500
 Subtotal 236		
 <i>Web site requests for maps and tour assistance</i>		
>50 miles		22
<50 miles		10
 <i>Maps sent from magazine advertising</i>		
Blue Ridge County, Jan/Feb & May/June 2017; VA, NC, FL, TN, SC (10>50 miles), 19 other states with 10 or few requests.		227
 <i>Map Distribution at presentations &gt;50 miles</i>		
		370
<i>Map Distribution at presentations &lt;50 miles</i>		
		250
<i>Map Distribution at community events</i>		
		375
 <b>Individual Contacts Totals 1,739</b>		
<b>Maps distributed as of August 2017</b>		<b>13,870</b>

Email sent to requests from South Carolina Living Magazine, June/July 2017 advertisement; SC >50 miles 883, <50 mile 72; 14 other states. Total 989



Upstate Heritage Quilt Trail  
PO Box 333  
Walhalla, SC 29691

864-723-6603  
[www.uhqt.org](http://www.uhqt.org), email [info@uhqt.org](mailto:info@uhqt.org)

August 15, 2017

Mr. Phil Shirley  
South Cove Park  
1099 South Cove Park Road  
Seneca, SC 29672

Dear Mr. Shirley,

Enclosed is an application from the Upstate Heritage Quilt Trail (UHQT). This request is to update, produce and distribute the Upstate Heritage Quilt Trail map/brochure. Additionally, placing a full page advertisement in the American Quilter's Society, 2018 Spring Paducah, KY show book, which is distributed to over 30,000 attendees.

I would like to take this opportunity to thank you for your consideration of this request and would appreciate the opportunity to answer any questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "Martha File".

Martha File

President Oconee Conservatory of Fine Arts/ dba Upstate Heritage Quilt Trail

**Attachment A**

**Letter of Support**

*Oconee County Chamber of Commerce*

*Advocating Business, Cultivating Community*

February 9, 2017

Mr. Phil Shirley  
Oconee PRT Director  
415 South Pine Street  
Walhalla, SC 29693

Re: Upstate Heritage Quilt Trail Grant Application

Dear Mr. Shirley:

The Oconee County Chamber of Commerce would like to show our support for the Upstate Heritage Quilt Trail Local Accommodations Tax Grant Application. The Quilt Trail has added a unique opportunity to promote the families in Oconee County through the quilt trail. This gives a glimpse of the history of our county and provides a wonderful opportunity for tourism. Please give their application serious consideration.

Please feel free to call me with any questions at 638-2727.

Sincerely,



Vanessa Peaton

Oconee County Chamber of Commerce

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Walhalla Civic Auditorium Inc.  
 B. Address P.O. Box 523  
Walhalla SC 29691

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 14,439.51 \$9750.00 none  
\$4659.51 pc/owner  
 B. How will ATAX Funds be used? Removal of mold + treatment,  
Rebuild + Repair motor/pump for AC unit at unit  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? \$5775.50  
 D. Funds furnished by your organization \$14,439.51 paid  
 Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
 Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title ① mold removal/treatment ② rebuild/repair  
 B. Description of project /// motor/pump ac  
unit  
 C. Who will benefit from this project? All attending patients,  
children, Director, volunteers and staff.

## IV. DATES OF PROJECT

Beginning 7/1/17 Ending 8/12/17

## V. APPLICANT CATEGORY

Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date June 16, 2003  
 \_\_\_\_\_ Fictitious Organization under IRS Code: IRS # \_\_\_\_\_  
 \_\_\_\_\_ Date of Determination Letter: \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Allow to keep building up to DHEC  
standards for continued business

A. How many visitors/participants attended the event last year and are anticipated this year?

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County

last year and are anticipated this year?

Last Year 13,575 39%

This Year 14,500 40%

C. How many overnight stays were created by this event last year and are anticipated this year? 192 Last year:

This Year: 209

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Greenville News - Greenville Radio - Anderson Radio paper  
Facebook - Eblast - New Vending trucking - Western AG

E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) NE GA

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Vending Trucking, news letters,  
and state advertising

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Sherry Mize

VIII. Will your project be using any funds from another group that received ATAX funds? NO

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Mark Thompson Title WCA Director  
Signature Mark Thompson Date 8/18/17  
Address PO Box 502 Wadkalla SC 29691  
Email mark@wca-restaurant.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-5277 803-991-7295

B. Alternate Contact Name: Andrew Seard Title Board Director  
Signature \_\_\_\_\_ Date 8/15/17  
Address PO Box 792 Wadkalla SC 29691  
Email kistr.ouid.19@gmail.com Phone Number (s) 803-463-9219



**NANO ENVIRONMENTAL SOLUTIONS**

ESTIMATE # SM886178SM8  
DATE 08/3/2017  
Estimate

**Nano Environmental Solutions**

1606 Blue Ridge Blvd.  
Seneca, South Carolina  
29672

Ph 877-787-6266  
info@nanocenviro.com  
www.nanocenviro.com

BILL TO	Harold Gibson 101 W North Broad St, Walhalla, SC 29691, USA	JOB ADDRESS	101 W North Broad St, Walhalla, SC 29691, USA		
DESCRIPTION	Walhalla Civic Auditorium				
ITEM		QTY	UNIT PRICE	AMOUNT	
<b>NANO-10VB</b> Install 10 mil Vapor Barrier throughout entire crawlspace wall to wall.		374 0	\$0.60	\$1,070.00	
<b>NANO-SR</b> Remove all fungal residue from joist and support beams in Crawlspace		200 0	\$1.00	\$2,000.00	
<b>NANO-EF</b> Environmental Fee Personal protection equipment/ Tyvek suits, Respirator filters, gloves, tape and trash bags.		2	\$150.00	\$300.00	
<b>NANO-ANT</b> Apply Nano Treatment		374 0	\$1.50	\$5,610.00	
Electrostatic remediation treatment throughout entire living space to eliminate active growth; clean fixtures and surfaces where visible growth is present. Treat HVAC system including cleaning all registers and returns to prevent circulation of spores throughout the air supply HEPA Vac entire floor of the auditorium.					
<b>NANO-RD</b> Operate Dehumidifiers unit and monitor moisture level daily until optimal level has been achieved 14% or below.		3	\$0.00	\$0.00	
<b>Signatures</b> Customer Signature <i>A. Shroud</i>		1	\$0.00	\$0.00	
Steve Jordan <i>Steve Jordan</i>					
			<b>SUBTOTAL</b>	<b>\$9,780.00</b>	

**How To Accept**

Estimate #SM886178SM8  
Total amount \$9,780.00

To accept this quote, please call or email us using the details at the top of the page.  
Thank you for your business, have a great day!



*WCA Boiler Park*

My Account > Virtual Terminal

Secure

### Virtual Terminal - Transaction Success

The transaction has been successfully processed.

<b>Order Number:</b> 8654-1484146686
<b>Receipt ID:</b> 4063-8995-6454-6506
<b>Details</b>
<b>Transaction Type:</b> Sale
<b>Net Order Amount:</b> \$162.35 USD
<b>Shipping:</b> \$0.00 USD
<b>Tax Amount:</b> \$0.00 USD
<b>Total:</b> \$162.35 USD
<b>Credit Card Information</b>
<b>Name:</b> Harold Gibson
<b>Card Type:</b> MasterCard
<b>Credit Card Number:</b> XXXX-XXXX-XXXX-6527
<b>AVS:</b> G
<b>CVV:</b> M
<b>Email Address:</b> halblz56@gmail.com
<b>Shipping Information</b>
No shipping information has been specified
<b>Risk Management Filters</b>
<b>Fraud Management Filter Triggered:</b> None
<b>Action Taken:</b> You have accepted this transaction.
<a href="#">Edit your Fraud Management Filters.</a>

*After Exchange*

[Print this Page](#) | [Create Printable Packing Slip](#) | [Start a New Transaction](#)



**ACME CONTROLS**

6140 W Higgins Ave  
Chicago IL 60632

**Bill To**  
Harold Gibson  
Quality service  
174 Perry Davis Rd.  
Wainhall SC 29691

**RMA**

Date: 1/11/2017  
Rtn. Auth. #: 4553  
PO #  
Contact: Harold Gibson  
Sales Order: Sales Order #24828  
SO Entered By



Line Number	Description	Core Amt	Extended	
1	RA890F1288-REB	Honeywell Repair/Exchange Service	400.00	400.00

**Total: 400.00**



4553

*Failure to return repairable cores of the exact same type and model as listed above within 10 days will result in the billing of additional charges equal to the total value of this RMA.*

1 Quality Service, LLC  
 PO BOX 911  
 WEST UNION, SC 29696

# Invoice

Date	Invoice #
2/24/2017	600

Phone 864-907-2797      qualityservice.cooper@gmail.com

<b>Bill To</b>
103 N. BROAD ST MR. HAROLD GIBSON halgib56@gmail.com

*Boiler Repair*

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Property: 103 N. BROAD ST  ISSUE ..... 1... TO REPAIR THE HEATING AND THE OPERATION OF THE EXISTING BOILER ...  PERFORMANCE..... 1... REPLACE THE MAIN CIRCULATION MOTOR STARTER WITH A NEW NEMA SIZE 2 MOTOR STARTER AND NEW THERMAL HEATER PROTECTORS (FUSES). 2... REPLACE THE 1748A- PRV WITH A NEW PRV. 3... REPLACE THE 0-120 PSI ANALOG GAGE AND COPPER TUBING THAT TELLS THE PRESSURE BEFORE GOING INTO THE BOILER. 4... REPLACE THE FLAME CONTROL ELECTRONIC SAFETY RELAY BOARD WITH A NEW OR REBUILT UNIT.  MATERIALS NEEDED..... 1... Square D Nema size 2 motor starter with a hundred twenty volt coil. S Pd. WCA 6... Ti23 overload heaters \$69.00 1... PRV model M3 number 1748a three-quarter inch set at 60 pounds BTU per hour rating 1,100.000 \$81.09 1... 0 - 100 PSI gauge 1/4 male thread \$28.74 1... flame control relay module ra880f - 1288 SPd WCA 30" .....of 1/4 copper rubbing \$6.84		

**Total**      *# 1,004.58*

*See Pg 2*

PO BOX 911  
 WEST UNION, SC 29696

Phone 864-907-2797

qualityservice.cooper@gmail.com

Date	Invoice #
2/24/2017	600

<b>Bill To</b>
103 N. BROAD ST MR. HAROLD GIBSON halgib56@gmail.com

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	<p>**Labor includes prior diagnosis. The overseeing of operation and safety of the past 4 weeks of run time during WCA Events... Also the receiving of new parts and the installation... Completing the performance and the Boiler running as designed **</p> <p>When Quality Service Receives parts we can guarantee the completion of work within (3 days).</p>	<p>204.58</p> <p>800.00</p>	<p>204.58</p> <p>800.00</p>

		<b>Total</b>	\$1,004.58
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## Credit Card Payment Details

*Main  
Circulation  
Pump*

### Request Information

EVENT Authorization Request

TYPE External

\* AMOUNT 1,526.40

CURRENCY USD

DATE 4/18/2017 4:08 pm

GATEWAY/PROFILE Merchant eSolutions:Heat Transfer Sales

CREDIT CARD NUMBER Master Card - \* 6527

NAME ON CARD Harold G Gibson

CARD STREET 101 North Broad Street

CARD ZIP CODE 29691

EXPIRES (MM/YYYY) 08/2020

PAYMENT REQUEST ID 4D777A5106FB941EE0538309020ABF24

TEST MODE

RECURRING PAYMENT

PROCESSED WITH ADJUSTED EXPIRATION DATE

### Response Information

AUTH. CODE 83257P

P/N REF. d12a094a6f8f3e7581ed8d8819a4b35f

AVS STREET MATCH N

AVS ZIP MATCH Y

CSC MATCH

### Payment Status

CREATED BY mcairns@heattransfersales.com

RESULT Accept

REASON ACCEPT

DETAILS Partial AVS Match

### Raw Detail

RAW REQUEST

tax\_amount => 86.40

card\_number => xxxxxxxxxxxx6527

transaction\_amount => 1526.40

cardholder\_zip => 29691

transaction\_type => P

card\_exp\_date => 0820

currency\_code => 840

ship\_to\_zip => 29691

moto\_ecommerce\_ind => 1

profile\_key => xxxxxxxxxxxx

profile\_id => 94100012084800000001

invoice\_number => verbal Harold Gib

cardholder\_street\_address => 101 North Broad Street

RAW RESPONSE

transaction\_id => d12a094a6f8f3e7581ed8d8819a4b35f

error\_code => 000



PO Box 8888  
 Greensboro, NC 27410  
 Phone: 336-294-3838  
 Fax: 336-294-0110

## Sales Order

Date: 4/18/2017  
 Order #: 14004  
 Author: Daniel H. Hayes  
 Requested Date:

BUYER	SHIP TO
Harold Gibson Waltham Civic Auditorium 101 North Broad Street Must deliver Thursday 04/20/17 call 864-903-1185 Harold Gibs... Waltham SC 29691	Harold Gibson Waltham Civic Auditorium 101 North Broad Street Must deliver Thursday 04/20/17 call 864-903-1185 Harold Gibson Waltham SC 29691

Customer PO #	Job Name	Est. No.	Shipping Method	Terms
Verbal Harold Gibs...	Replacement Pump	Estes	Freight Allowed	

Qty	Unit	Part #	Description	Unit Price	Quantity	Price	Ext. Price
1	ea	161E	Call Item Pump 7.07 Inches 10 PR (161E)	675.00			675.00
1	ea	161-027	100.000-2304270 Motor (161E) (20.7)	600.00			600.00
1	ea	1.000 (161E) (20.7)	Call Item Pump 1.000	0.00			0.00

Subtotal 1,440.00  
 Shipping Cost (Estes) 0.00  
 Sales Tax 6.0% Total Tax 86.40  
**Total \$1,526.40**

# INVOICE



Walhalla Civic Auditorium  
101 Broad St.  
Walhalla, SC 29691

**Brockscapes/The Comfort Zone**

307 Circle Dr.  
Seneca, SC 29678

Phone: (864) 985-8237  
Email: brockscapes.david@gmail.com /  
thecomfortzone.david@gmail.com

Payment Terms Due upon receipt  
Invoice # 000008  
Date 05/16/2017

Description	Quantity	Rate	Total
Issue: Keep the chill water pump running until ordered parts come in to repair it. On several occasions we came in and ensured that the chill water circulation pump was running even though it was leaking badly.	8.0	\$30.00	\$240.00
Install Seal Rebuild Kit Chillwater circulation pump leaking. We were called to fix the pump so that that weekend's event can happen. Remove circulation pump motor; remove and install new seal on bearing assembly. The bolt that holds the impeller to the bearing assembly had sheared off and wore the impeller in such a way that made it wobble and vibrate.	8.0	\$30.00	\$240.00
Remove and Install New Circulation Pump And Motor WCA ordered a new circulation pump and motor. We removed the old circulation pump and motor. Cleaned surfaces of adjoining pipe surfaces. Then installed the new circulation pump and motor. After wiring it we started the chill water system with no leaks or noise. Pressures were set at 20psi.	4.0	\$30.00	\$120.00

**Subtotal** \$600.00  
**Total** \$600.00

**Summary**

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<b>Paid</b>	<b>\$0.00</b>
<b>Amount Due</b>	<b>\$600.00</b>

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**Notes:**

Make checks payable to: David Brock or David Brock HVAC

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Make checks payable to: DAVID BROCK or DAVID BROCK HVAC  
I also will take card payments. American Express, Discover, MasterCard, and Visa  
And CASH is always welcomed!



# Cash Sale

PO Box 8808  
Greensboro, NC 27419  
Phone: 336-294-3838  
Fax: 336-294-0119

Date: 6/11/2017  
Sale Number: 2734  
Payment Method: Master Card  
Check #: Harold Gibson  
Credit Card #: \*\*\*\*\*18527

**Bill To:**  
Harold Gibson  
Walhalla Civic Auditorium  
101 North Broad Street  
Walhalla SC 29691

**Ship To:**  
Harold Gibson  
114 Perry Davis Rd.  
Walhalla SC 29691

*Chill Water Pump motor*

Account	Ship Via	Tracking No.
Parts	Best Way	1Z2185240364485823

Item	Quantity	Units	Description	Rate	Amount
1661-026	1	ea	ZHP 200-230/460/3 Motor (1600) 56 Fr	801.00	801.00

Thank you for your business.

Subtotal 801.00  
Shipping Cost (Best Way) 25.00  
Sales Tax 5.6% Total Tax 49.56  
Total 875.56



SINCE 1903  
 Lowe Electric Supply -Walhalla  
 2788 Blue Ridge Blvd.  
 WALHALLA, SC 29691  
 864-638-0288  
 Fax 864-638-0298



# Invoice

INVOICE DATE	INVOICE NUMBER
07/19/2017	S100833225.001
REMIT TO: Lowe Electric Supply PO Box 4767 MACON, GA 31208-4767	
PAGE NO. 1 of 1	

BILL TO:

SHIP TO:

G & B ENTERPRISES  
 2788 Blue Ridge Blvd  
 WALHALLA, SC 29691-5805

G & B ENTERPRISES  
 2788 Blue Ridge Blvd  
 WALHALLA, SC 29691-5805

*Chill Water Pump Control*

CUSTOMER NUMBER	CUSTOMER PO NUMBER	JOB NAME / RELEASE NUMBER	ORDERED BY		
17662	Civic Auditorium	AC			
CUSTOMER SERVICE REP		SHIP VIA	TERMS	SHIP DATE	ORDER DATE
Greg Brewer		PICK UP	Net Due On Invoice	07/19/2017	07/18/2017
ORDER QTY	SHIP QTY	DESCRIPTION	UNIT PRICE	EXT PRICE	
3ea	3ea	B6.90 - SQD THERMAL UNIT UPC:78590158743 ***PROCURED***	25.950/ea	77.85	
1ea	1ea	8536SBG2V02S - SQD STARTER MOTOR CONTROL 1000VAC UPC:78590186460 ***PROCURED***	385.000/ea	385.00	
Prior Deposit on 07/19/2017			-490.62		
<b>Credit Card Information</b>					
Card Type:		Mastercard			
Card Number:		XXXXXXXXXXXX6527 <i>HG*</i>			
Card Holder:		G & B ENTERPRISES			
Charge Amount:		490.62			
Charge Date:		07/19/2017			
2017/07/19 11:47:09 AM S100833225.1					
<i>[Signature]</i>					

Subtotal	462.85
S&H Charges	0.00
Tax	27.77
Payments	-490.62
Amount Due	0.00

**Past Due invoices may be subject to 2% late charge.  
 Thank you for your business!**

UNLESS THERE ARE DIFFERENT OR ADDITIONAL TERMS AND CONDITIONS CONTAINED IN A MASTER AGREEMENT THAT MODIFY LOWE ELECTRIC'S STANDARD TERMS, THE BUYER AGREES THAT THIS QUOTE AND ANY RESULTING ORDER(S) WILL BE GOVERNED BY LOWE ELECTRIC'S TERMS AND CONDITIONS AVAILABLE AT WWW.LOWEELECTRIC.COM/LOWE\_TERMS.PDF.

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

- A. Name of Organization: Walhalla Oktoberfest  
B. Address: PO Box 6, Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested: \$7,000.00

B. How will ATAX Funds be used?

Advertising will be done in South Carolina Living, Southern Living, WYFF TV, WHNS TV, iHeart Media and The State newspaper. A Facebook advertising campaign will also be conducted to increase engagement and to direct fans to the event's website.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 39%

D. Funds furnished by your organization \$11,000.00

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>\$11,000.00</u>	Source - <u>Admissions from Walhalla Oktoberfest</u>
Other Funding _____	Source _____

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title: Advertising and Promotions for 39<sup>th</sup> Annual Walhalla Oktoberfest

B. Description of project: The Walhalla Oktoberfest was founded in 1979 and begins on the third Friday in October each year and continues through the weekend. The mission of the Walhalla Oktoberfest is to celebrate the history and heritage of Walhalla that was founded by a German Colonization Society from Charleston, SC in 1850. The festival is also a vehicle that helps to spotlight the numerous attractions, events, and other resources in the greater Walhalla community in order to benefit the area year round.

C. Who will benefit from this project?  
Attracting approximately 24,000 people to the community during a three-day period will positively impact numerous businesses and organizations in Walhalla and Oconee County. Lodging properties, restaurants and gas stations will see increased revenues. A large number of the vendors at the event are local businesses. Several churches, civic and service organizations participate in the festival to raise funds that benefit the area through their projects and programs. Retail stores will also see increased business because of the event.

**IV. DATES OF PROJECT**

Beginning 9-1-17 Ending 10-23-17

**V. APPLICANT CATEGORY**

- Government Entity:  
 Non-profit Organization; Incorporation date 3-7-14  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_



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## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

All of the advertising placed for the 39<sup>th</sup> Annual Walhalla Oktoberfest will be directed at audiences that range from 50 to 200-mile radius of Walhalla. The festival is also a means to attract new visitors to Walhalla and expose them to the event and to the many attractions, activities and other events in the area.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
23,587 in 2016. Projected 24,824 in 2017.
- B. How many of the visitors/participants were from beyond a 50-mile radius of Oconee County last year and are anticipated this year?  
Last Year – 9,267 This Year – 10,101
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 2,833 This Year – 3,087
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

Advertising will be placed in publications that reach a 50 to 200-mile radius of Walhalla such as *South Carolina Living*, *Southern Living* and *The State* newspaper. Radio and TV advertisements will run on WYFF TV, WHNS TV, WHLC Radio, and iHeart Media. Also, digital marketing campaigns (Facebook) will target geographic markets in the 50 to 300-mile radius.

- E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

Admission is charged for Walhalla Oktoberfest at Sertoma Field, so the exact attendance can be determined. In 2016, there were 15,587 participants. In addition, an estimated 8,000 attendees visited the events held in the downtown area.

- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

On-site surveys will be administered at the festival that will gather valuable information including origin of visitor, spending data, and will also ask how they heard about the event. Website statistics will also be gathered and provided.

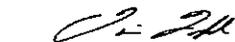
## VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Renita Owens, CPA

- VIII. Will your project be using any funds from another group that received ATAX funds? No.

***I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.***

- A. Contact Name: Tim Todd Title: Chair, Marketing Committee  
Signature:  Date: August 7, 2017  
Address: PO Box 6, Walhalla, SC 29691 Email: Tim@UpcountrySC.com  
Phone Number: 864-420-8435

# Walhalla Oktoberfest

## Budget for 2018

### Income:

Admissions	\$55,000.00
Carnival	\$9,500.00
Booth Rental	\$13,000.00
Souvenir Sales	\$2,500.00
Grants	\$9,000.00
<b>Total Income:</b>	<b>\$89,000.00</b>

### Expenses:

Bands/Entertainment	\$10,000.00
Security	\$7,000.00
Souvenirs/T-shirts	\$2,000.00
Advertising	\$18,000.00
Fireworks	\$6,500.00
Tent Rental	\$4,500.00
Garbage/Litter Pickup	\$2,000.00
Portable Toilets	\$1,500.00
Parking Staffing	\$750.00
Gate Staffing	\$1,000.00
Electrician/Electrical Repairs	\$1,250.00
Electricity	\$1,000.00
Banners & Signs	\$1,500.00
Sertoma Field maintenance/restoration	\$4,000.00
Event Coordinator	\$9,000.00
Volunteer meals	\$1,500.00
ASCAP/BMI License Fees	\$250.00
Community Luncheon	\$750.00
Liability Insurance	\$4,500.00
Phone, Internet and Office Expenses	\$1,500.00
Accounting Services	\$1,000.00
<b>Total Expenses:</b>	<b>\$79,500.00</b>
<b>Net Profit (Loss)</b>	<b>\$9,500.00</b>

# Walhalla Oktoberfest

## Advertising Budget for 2018

Brochures	\$1,000.00
South Carolina Living	\$2,500.00
Southern Living	\$4,000.00
Facebook Advertising/Marketing	\$2,500.00
iHeart Media (Radio)	\$2,500.00
WHLC Radio - Highlands, NC	\$500.00
WYFF Television - Greenville, SC	\$500.00
WHNS Television - Greenville, SC	\$1,500.00
The Greenville News - Greenville, SC	\$1,000.00
Festival News Magazine	\$1,000.00
The State - Columbia, SC	\$1,000.00
Total	\$18,000.00

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

- A. Name of Organization : Westminster Music Association
- B. Address : 101 West Main Street, Westminster, SC 29693

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$ 10,000
- B. How will ATAX Funds be used? Advertising and marketing. Video production. Advertisements in regional publications. Facebook boosts. Rack Cards. Radio.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization \$20,000
  - Other Funding \$10,000 Source: Ticket Sales
  - Other Funding \$25,000 Source: Sponsorships
  - Other Funding \$15,000 Source: Facility Rentals

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

- A. Project Title Westminster Music Centre

- C. Description of project:  
The Westminster Music Hall was established as a sole proprietorship in 2013 as a destination for world class music and family entertainment. In 2016, the management of the venue was transferred to a non-profit organization called the Westminster Music Association (WMA) doing business as the Westminster Music Centre. The goal of the WMA is to not only continue the original vision of great entertainment, but to also include a much stronger emphasis on local community interests. The WMA hired a part-time Director to manage the activities that includes booking shows, renting the facility for local community events, development of a new website, creating and launching a social media strategy, marketing and operations. The WMC was reopened in March of 2017.

Our Mission Statement is as follows:

The Westminster Music Centre is a non-profit, community focused music venue in downtown Westminster, SC. We are proud to host the region's finest musicians, artists, & performers on our state-of-the-art stage. Fostered by our small town warmth and hospitality, The Westminster Music Centre provides the Upstate and beyond with music as it's meant to be...Up Close And Personal!

During the process of assuming the new non-profit management of the facility, it was understood by the Board that there were certain building updates that needed to be remedied such as replacement of the HVAC. Additionally, there is much needed funding to assist with marketing the venue as a destination for the City of Westminster that will include signage on the back side of the building facing Hwy 123 (West Windsor Street) to promote the venue as a vibrant (and visible) part of the city. To that end, each



member of the Board has made a personal financial donation to show our commitment and confidence in the future of this venue. We have secured other sponsorships from local individuals and organizations. The Board is also committed to a continual effort to solicit additional sponsorship funding and grants. It is the desire of the Board to become a great partner with the City of Westminster and to create a venue that will help make the city a destination of choice.

D. Who will benefit from this project?

Residents of and visitors to the City of Westminster and Oconee County. The city and county will benefit from the economic impact from lodging, food and retail.

#### IV. DATES OF PROJECT

Beginning October 1, 2017

Ending September 30, 2018

#### V. APPLICANT CATEGORY

Government Entity: 501 C 3

Westminster Music Association, Inc. dba Westminster Music Centre

#### VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

A. How many visitors/participants attended the event last year and are anticipated this year?

This is a new non-profit entity recently acquired from a sole proprietorship and the former owner does not have valid reports from last year. Based on research, we intend to book 24 shows with an average attendance of 150 for a total of 3600 visitors/participants this year.

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year: n/a

This Year: 1,800 (Estimate based on 50% of the anticipated 3600 visitors).

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year : n/a

This Year: 540 (estimate based on 24 shows with an average attendance of 150 for a total of 3600 patrons. Estimated 15% staying overnight for a total of 540 overnight stays.

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

A new website has been created that will include all upcoming events with online ticket purchases. Social media including FaceBook, Pinterest and Instagram. Each patron will be asked to subscribe to a monthly newsletter. Radio advertisements.

E. What other documentation can you provide demonstrating this event promotes

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

At this time there is no documentation from the previous owner. However, based on the performance of other similar venues in the area, it is well known that this type of entertainment draws in a high percentage of visitors outside of a 50 mile radius.

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

Moving forward records will be kept from ticket sales, website SEO and social media fan based tracking. Surveys will be taken onsite and online for customer feedback.

#### VII. AUDIT

Does your organization perform an independent audit? Yes \_\_\_ No X

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? No \_\_\_\_\_

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: BJ Callahan Title Director  
Signature BJ Callahan Date 8/7/17  
Address 101 West Main Street, Westminster, SC 29693  
Email director@westminstermusiccentre.org Fax No. \_\_\_\_\_  
Phone Number (s) (864) 280-3779

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_



Presents

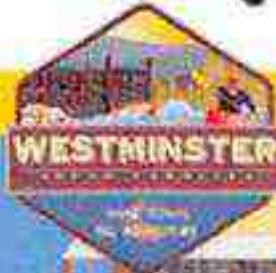
# Music On Main

Friday  
June 3

1st Fridays thru October

6:30 - 9:00pm

Music, Food, Drinks  
and a GREAT time!



Featuring...

**The City Street Band**



Cruise-In starts at 4pm



4:56 PM  
 08/14/17  
 Cash Basis

**Westminster Music Centre**  
**Profit & Loss**  
 January 1 through August 15, 2017

	Jan 1 - Aug 15, 17
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
50/50 Raffle-Fundraisers	417.00
<b>Advertising Revenues</b>	
Program Ads	150.00
Advertising Revenues - Other	150.00
<b>Total Advertising Revenues</b>	300.00
<b>Earned Revenues</b>	
Concessions	2,488.24
Donations	3,190.00
Grants	12,500.00
Gross Rents Revenue	
Centre Rental	9,400.00
<b>Total Gross Rents Revenue</b>	9,400.00
Membership	800.00
Sponsorships	1,000.00
<b>Ticket Sales</b>	
Box Office Ticket Sales	2,586.50
Ticket Sales - Other	885.00
<b>Total Ticket Sales</b>	3,471.50
<b>Total Earned Revenues</b>	32,849.74
<b>Total Income</b>	33,566.74
<b>Expense</b>	
Cash For Change	300.00
<b>Grant &amp; Contract Expense</b>	
Interim Director	7,875.00
<b>Total Grant &amp; Contract Expense</b>	7,875.00
<b>Misc Expenses</b>	
<b>Advertising Expenses</b>	
Newspaper	980.00
Signage	555.44
<b>Total Advertising Expenses</b>	1,515.44
Bank Fees	0.00
Insurance-Liquor Liability	732.08
Insurance - Liability	1,720.00
Licenses and Fees	1,881.31
Membership Dues - Organization	125.00
Security	210.00
Supplies For Concessions	1,052.25
<b>Total Misc Expenses</b>	7,236.06
<b>Non-Personnel Expenses</b>	
Admissions Tax	34.53
Credit Card Processing Fees	69.99
Equipment (Sound & Lighting)	2,400.00
Hospitality Tax	6.14
Paypal Processing Fees	96.26
Postage/Shipping/Delivery	50.61
Sales Tax	16.88
Supplies	180.05
Website Design	1,000.00

4:56 PM  
08/14/17  
Cash Basis

**Westminster Music Centre**  
**Profit & Loss**  
January 1 through August 15, 2017

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	<u>Jan 1 - Aug 15, 17</u>
<b>WMC Events</b>	
Music On Main	2,100.00
Sound/Lighting Tech	775.00
WMC Events-Concerts	<u>2,072.00</u>
<b>Total WMC Events</b>	<u>4,947.00</u>
<b>Total Non-Personnel Expenses</b>	8,801.46
<b>Occupancy Expenses</b>	
Rent (Building)	8,400.00
Repairs/Maintenance	8,679.51
<b>Utilities</b>	
Phone & Internet	240.00
Westminster Utility Department	<u>2,381.49</u>
<b>Total Utilities</b>	<u>2,621.49</u>
<b>Total Occupancy Expenses</b>	19,701.00
<b>Tax Preparation/Accountant</b>	<u>181.00</u>
<b>Total Expense</b>	<u>44,094.52</u>
<b>Net Ordinary Income</b>	<u>-10,527.78</u>
<b>Net Income</b>	<u><u>-10,527.78</u></u>

CITY MARATHON 2017 BUDGET

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DATE		DESCRIPTION	AMOUNT
March 18			
2017	BLUE MOUNTAIN	MARATHON	333.90
	PERFORMANCE YAHAMA	MARATHON	3,730.27
	DIGITAL JEWELRY COMP	MARATHON	1,600.00
	BLUE MOUNTAIN	MARATHON	222.60
	JAMES BANDY	MARATHON	200.00
	AARON SLAON	MARATHON	550.00
	INDEPENDENT MAIL	MARATHON	1,000.00
	MOLLIE DODD	CHANGE	3,350.00
	T & R GRAPHICS	HALF	355.08
		SHIRTS	3,415.00
	BLUE MOUNTAIN	BAGS	343.85
	RMS	TIMING	1,906.25
	ACTION SEPTIC TANK	POTTY	247.37
	TRI COUNTY ACE	MARATHON	1,017.35
	TERRY TIMES	MARATHON	250.00
	PRINT IT	MARATHON	56.71
	MOLLIE DODD	MARATHON	32.00
	BEST WESTERN	ROOM	87.99
	FARSIGHT AERIAL	RACE	499.99
	HAT ADVERTISING	ADS	7,500
	WALMART	MARATHON	33.46
	WALMART	MARATHON	50.69
		RUNNERS	
	ATAX GRANT	WORLD	6,870

**TOTAL**

**33,652.51**